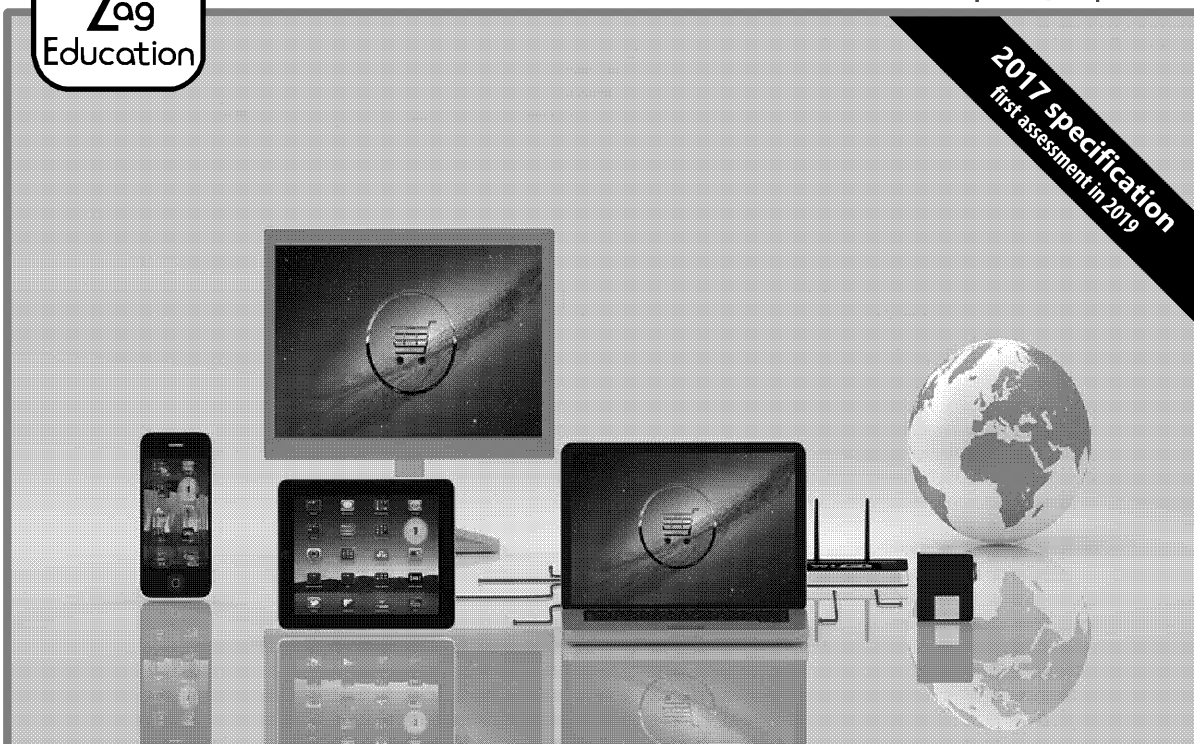


2017 specification
first assessment in 2019



GCSE (9–1) AQA NEA Prep Pack

e-Media Production

Online, social and participatory media and video games

zigzageducation.co.uk

**POD
9868**

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Teacher's Introduction

This resource has been compiled to help support students to learn and develop practical production skills in preparation for completing their NEA brief as outlined in the **AQA (8572) GCSE (9–1) Media Studies specification**.

Important!


Pages from this resource should not be submitted for assessment.

This pack is compiled in a way that describes the core elements of the NEA brief (as outlined by the AQA specification) in detail before offering students a comprehensive guide to the relevant skills needed to research, plan and execute their practical projects. This resource offers a **general** guideline of the skills students will need to complete their piece of **online, social and participatory media** or **video game**. This resource can be applied to any brief supplied by the exam board, and, therefore, may be used year after year to support students. It should not, however, be used as a direct source of ideas for their NEA.

The pack begins by outlining the NEAs which fit into the category of online media, in this case online, social and participatory media or video games. This opening section sets out the criteria that the students' work will be assessed against: a statement of intent (*10 marks*); a media product which demonstrates a confident and skilful use of media language (*15 marks*); a media product which demonstrates a capacity to form representations (*15 marks*) and a product which meets all aspects of the brief and that effectively communicates meaning (*20 marks*). Furthermore, a clear breakdown of the restrictions, limitations and means of documenting the production process are provided for students to read. The resource then provides a useful summary of the technical codes and conventions of websites, social media pages and video games, as well as a number of activity pages which will familiarise students with different genre codes and conventions, as well as slowly building their confidence.

The remainder of the pack takes the student, step by step, through the process of completing their NEA. The guide encourages students to explore ways in which they can initially plan their projects through the production of mind maps, pitches, storyboards, mood boards, etc. The pack then offers a general guide through the research and planning stages of the project. Please note: the planning section of this resource contains an example statement of intent. It is up to you to decide how you use this with your class. The main body of the guide will explore the specific technical skills required for the production of online content. Tasks are varied by way of analyses of media products, creative activities and try-outs with web-building packages and game-making software.

A glossary of terms is provided at the end of the resource, as is a further reading/viewing section for students who wish to broaden their knowledge and strengthen their skills. Tasks that require answers of a specific or indicative nature can be found in the answer sheets located in the answer section at the back of the resource. By the end of this resource students will have gained an idea of how to plan their time and structure their practical project. They will also acquire the confidence to approach their NEAs with creativity and innovation while fulfilling the requirements of the AQA specification.

 This resource is intended only to supplement your teaching. As with all non-exam assessment tasks, it is the teacher's responsibility to decide what level of support is appropriate for their students and in accordance with the rules from the exam board.

The resources here are provided as the author's interpretation of the **specification**. The author does not have any special knowledge of what to expect on any particular assessment.

Colour copies of selected pages from this resource can be accessed via our free updates system (zzed.uk/freeupdates).

September 2019

Free Updates!

Register your email address to receive any future free updates* made to this resource or other Media resources your school has purchased, and details of any promotions for your subject.

* resulting from minor specification changes, suggestions from teachers and peer reviews, or occasional errors reported by customers

Go to zzed.uk/freeupdates

NEA Outlines – Online

The NEA or 'Non-exam Assessment' is the 'coursework' part of your Media Studies. It is the final exam at the end of the course. It is an ongoing project involving the plan, create and evaluate a media product to a given brief. This resource is designed to equip you with the knowledge and skills to create a digital media product, which will take the form of either online, social or game as specified by AQA.

The Non-exam assessment (NEA) is worth **160 marks** in total, making it 30% of the assessment breakdown work on the following:

- **10 marks** – Statement of intent**
- **15 marks** – Creating a media product which effectively uses media language
- **15 marks** – Creating a media product which constructs clear and effective representations
- **20 marks** – Creating a media product which meets the requirements of the brief and communicates meaning

In addition to your practical project, a statement of intent will need to be submitted with your project. In essence, this statement will allow you to explain how you plan to apply knowledge of media to the creation of a product which fulfils the appropriate conventions of the chosen genre and appeals to a particular target audience. This statement should be no more than **300 words. Your teacher will provide a template, into which you will write your statement of intent.

Depending on the specific briefs set out, you may be required to produce any of the following: a page and linked page of a functioning website; a short sequence of gameplay; a podcasting platform; social media feeds; a combination of the above.

Assessed Materials

You will be assessed on your media production and your candidate record form (your statement of intent). You will be required to submit research or planning material, and show your teacher evidence of research and planning throughout the twelve-week project. Your outcomes at each stage will be assessed.

Managing and Dividing Times

The amount of time you spend on your project (from the initial analysis of existing media to the final touches of your production) is theoretically limitless but it is recommended that you spend at least 10 hours on the practical creation of the project. Deadlines for each stage of the project will be set by your teacher but it is your responsibility to ensure that your product and cover sheet are completed by the deadline.

Restrictions and Limitations

General

- The upper limits set out by the specification should not be exceeded. For example, you should not create more web pages than an online brief specifies, credit will only be given to the first 10 images used.
- You are required to include an adequate amount of original material as is outlined in the brief. e.g. *most website briefs will require you to include at least 3–4 original image or audio-visual material. Once again, this will depend on each specific brief.*
- If you fail to hand in a completed production on time, you will automatically receive a statement of intent.
- You will be required to show your teacher evidence of your workings at three key stages: once the planning stage is complete; once initial production has begun; when the final production is complete.
- Any software programs or templates used should be acknowledged on your candidate record form.

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Online, Social and Participatory Media

- Any NEA product operating within online, social and participatory media must include audio-visual footage. Students that do not include the appropriate amount of audio-visual content will have their marks significantly deducted.
- Unassessed volunteers are permitted to assist in the creating of the NEA product under your direction. You may need volunteers to: appear as actors, appear as props, help with sound equipment, help operate lighting equipment etc.
- It is not compulsory to produce your website from scratch, entirely using HTML and CSS languages. You are permitted to use visual design software or templates such as Weebly to help you. However, all language, images and audio-visual content must be created by you. Products that overly rely on pre-designed templates are far less likely to receive a band 5. All content created by students must be recorded on the candidate record form for the assessment.
- If you use a web-building app that offers pre-designed templates, it is up to you to customise the template with your own design and layout choices in order to demonstrate the product is your own creation.

Video Games

- If the game design software you are using only offers fully designed avatars, then it does not offer creative freedom. Therefore, a different application should be found.

DON'T FORGET!

It is extremely likely that the set briefs will require you to produce a **hybrid** product, such as a functioning website for a radio series. Briefs such as this will require you to demonstrate knowledge of the codes, conventions and context surrounding multiple media.

It is also likely that you will be asked to create your product with a distinct purpose, such as to *market a product* or *educate students about a character*.



Students aiming for top marks should aim to include:

- Intertextuality and possible genre hybridity
- Complex representations which subvert or experiment with stereotypes
- An appropriate concept for the specified target audience
- Effective use of mise en scène appropriate for topic and genre
- Sense of personality for the main character or subject which should appeal to the target audience

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NEA Checklists

There are essential codes and conventions which must feature in your final media elements will depend on the specific brief you receive (**Remember:** briefs will change on a year basis).

Pictured below is a template for you to fill in. Use this year's brief (provided to you) to create a list of requirements for your NEA project. You are advised to make sure that every requirement is followed when it comes to producing your print-based material. **Note: a box is provided for every requirement so you can keep track of all the requirements you have included in your project.**

Requirement	Specific Brief
Media Form	
Target Audience	
Quantity, e.g. <i>number of pages, minutes of gameplay</i>	
Number of Images	
Audio-visual Content, e.g. <i>gameplay, blogger clip</i>	
Main Body of Text, e.g. <i>feature-length article, summary of topic</i>	
Specific Genre Conventions, e.g. <i>social media icons, imperative language</i>	
Challenging / Subversive Representations	

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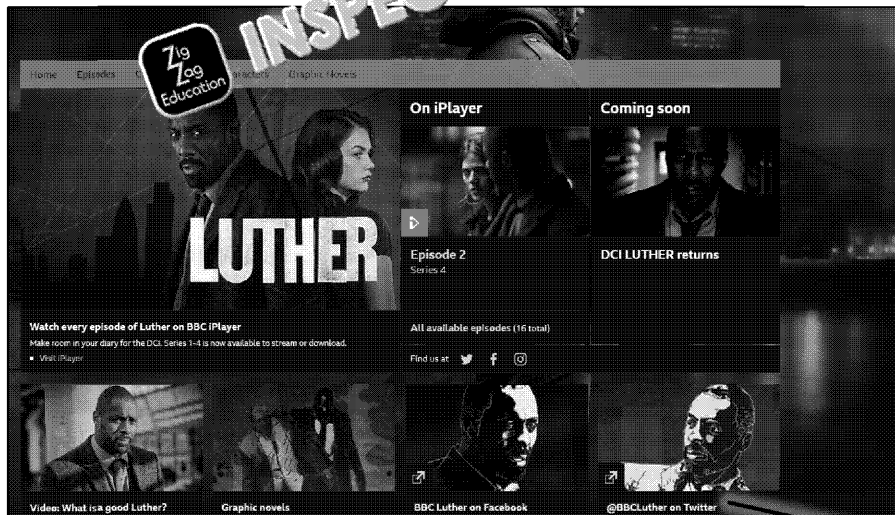
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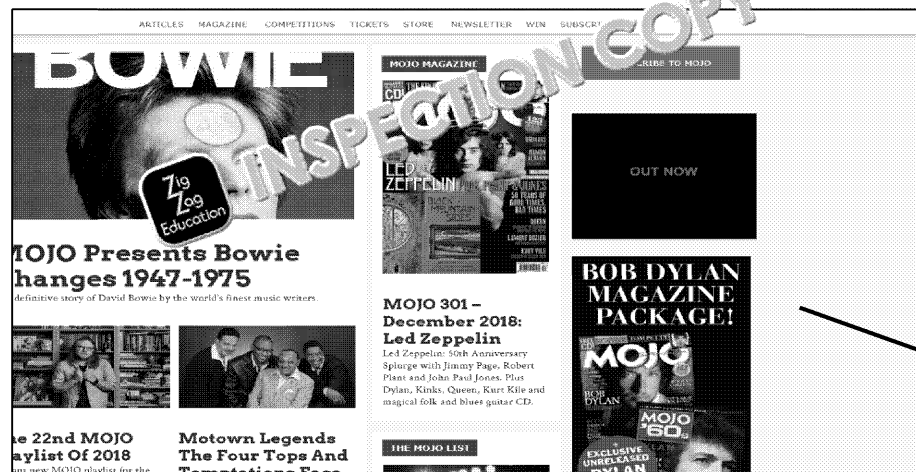
Codes and Conventions of Media

As you will have discovered from your media lessons so far, different technical and creative choices are found in different media genres. This pack will focus primarily on the codes and conventions of **media feeds** and **video games**. This section seeks to illustrate this using a number of examples from a variety of sub-genres for each of these three media forms. You should be able to conduct a media analysis as part of your research process for your project, which will be discussed further in the next section.

Websites – Codes and Conventions



Analysis of BBC One *Luther* website (<https://www.bbc.co.uk/programmes/b00vk2lp>)



Analysis of MOJO website (<https://www.mojo4music.com>)



Analysis of Little Mix website (<https://www.little-mix.com>)

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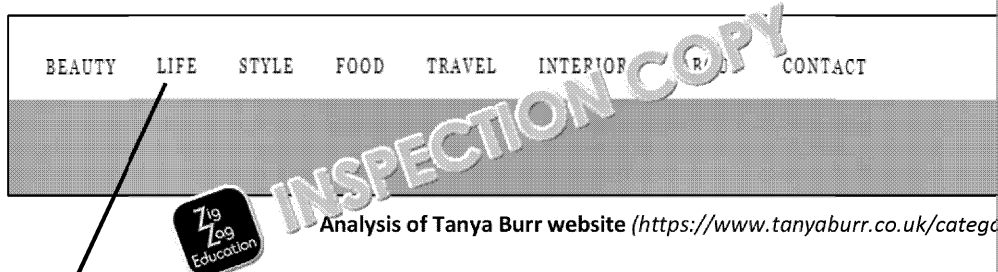




Analysis of Tanya Burr website (<https://www.tanyaburr.co.uk/category/style/>)

Menu Bar

A long, thin section of text, usually situated towards the top of a website (but not always) which lists usable links to categorised sub-sections of the website.



Analysis of Tanya Burr website (<https://www.tanyaburr.co.uk/category/>)

The contents of a website's menu bar will depend on the genre of the website, e.g. Burr uses the menu bar to categorise the articles within her website. She also includes the 'About' page which offers a summary of Burr's identity as a vlogger and a 'Contact' page which allows audiences to email her or her acting agent which encourages active participation.

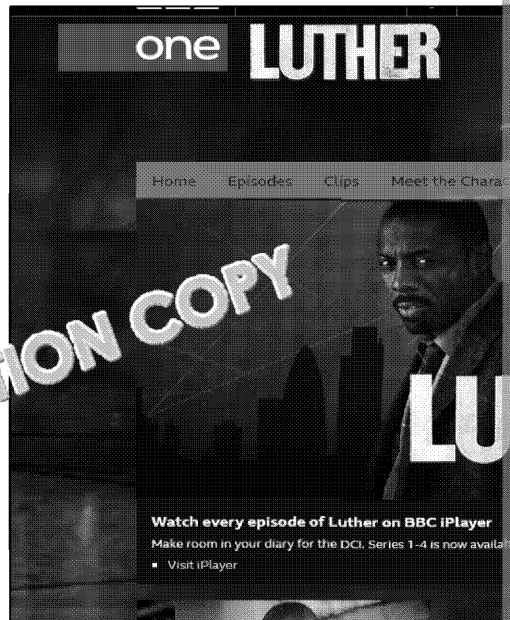
Each and every website will have its own **house style**. This allows producers to maintain a consistent style of layout and presentation across all forms of written communication. The house style encompasses elements such as colour, font, stylisation and text dimensions.

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Main Image

Traditionally websites will feature one main image which catches the audience's eye and summarises the focus and aims of the website, e.g. this main image shows the protagonist and main antagonist standing back to back against a blood-red silhouette of the city of London. This image references the characters, the location and the tone of the series.



Analysis of BBC One *Luther* website (<https://www.bbc.com/luther>)

More than ever, contemporary promotional websites for well-established bands and artists will offer a more sophisticated, minimalist approach by allowing the main image to occupy the entirety of the home page, e.g. Little Mix (having already established a huge fan base) confidently show off their new sense of style through a single image, pleasing old fans and catching the eye of potential new ones.



Analysis of Little Mix website (<https://www.littlemix.com>)

'Above the Fold'

Refers to content on a website the audience can see without having to scroll down, e.g. many of the articles on the Mojo home page appear below the fold. This ensures that maximum emphasis is placed on the David Bowie article, the most recent publication and the offer to subscribe.

White Space

A term used to refer to the empty space between text and images in a composition, e.g. the layout for Mojo's website is sophisticated and very clean, with a lot of white space. The large amount of white space makes every single article stand out.



Analysis of MOJO website (<http://www.mojo.com>)

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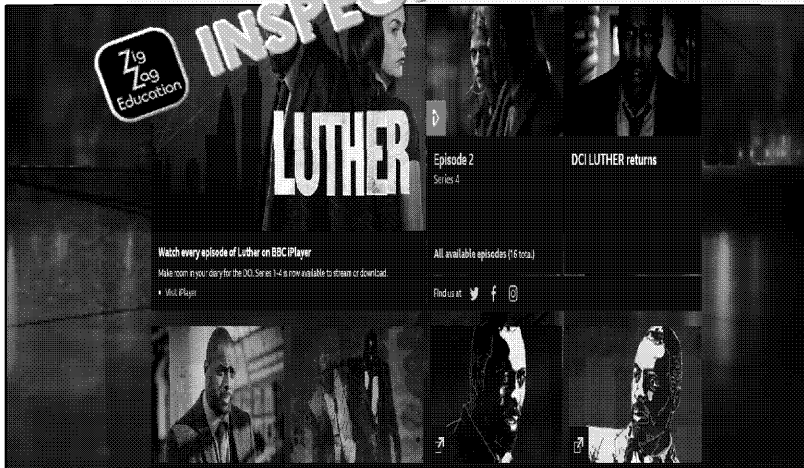


MUSIC THE GIRLS TOUR VIDEOS

Analysis of Little Mix website (<https://www.little-mix.com>)

Typography

Style of font on a website. This brands the organisation / subject matter, colour and establishes a house style which is consistent to audiences, e.g. the font on the website is tall, grand and modern. This corresponds with the band's image of being empowering and they have continually grown and matured in their sound.



Analysis of BBC One *Luther* website (<https://www.bbc.co.uk/programmes/b00vk2lp>)



Analysis of Little Mix website (<https://www.little-mix.com>)



Analysis of MOJO website (<https://www.mojo4music.com>)

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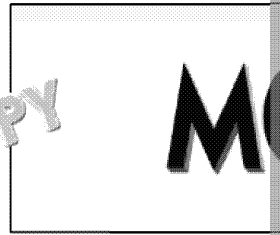
Title/Name/Logo

This will usually appear in the top left corner of the page in a colour which helps to establish house style and brand identity.



Analysis of *Luther* website (<http://www.bbc.co.uk/programmes/b00vk2lp>)

Thick, bold typography with dense and crooked tracking. This connotes a sense of claustrophobia. Furthermore, the blood-splattered texture connotes both the crime drama and the utopian setting.

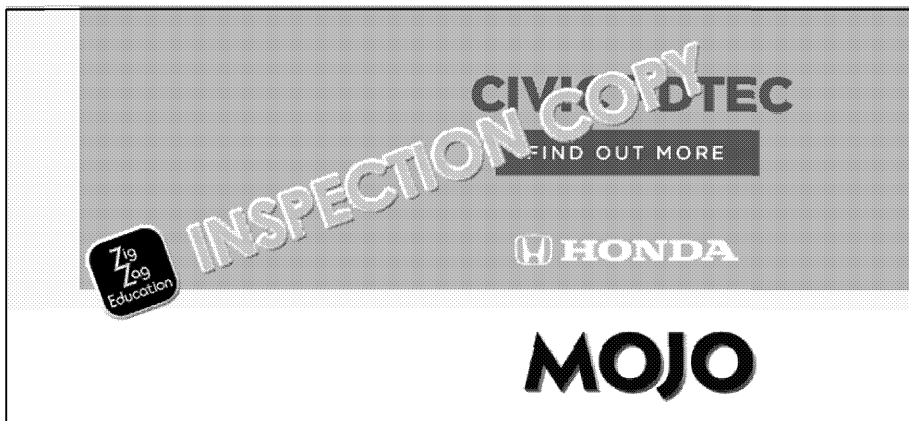


Analysis of *MOJO* website (<https://www.mojo4music.com>)

The highly defined, curved typography connotes a cutting-edge, modern feel. The black and white colour scheme in the brand and a res

Banner Advert

Delivered by an advertising server, these are designed to attract audiences and encourage them to visit the advertiser's website using bright colours and persuasive language, e.g. *the bright yellow and sky blue colour scheme stands out against the background. The advert contains a usable link and the name of the brand.*



Analysis of *MOJO* website (<https://www.mojo4music.com>)

Subscription Link

Opportunity for audiences to make an on-going payment made by a customer to access to a particular service or product, e.g. *Mojo positions this on the far right of the page that it stands out. There is also a separate grey box to emphasise the benefits of the subscription as part of the way in which magazines generate profit.*



Analysis of *MOJO* website (<https://www.mojo4music.com>)

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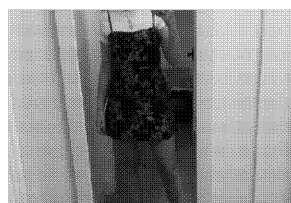
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How did you get into singing?

I used to think my Mam was Diana Ross and I absolutely idolised her. I watched all her videos and copied everything she did from being little even to now! My Mam would go to the bingo with her friends and tell me she was doing another concert. I'd listen to Motown and watch Michael Jackson videos with my dad. Motown gave me my love for singing, and watching old school movies (Gene Kelly, Doris Day etc) gave me my love for performing.

An  Little Mix website (<https://www.little-mix.com>)



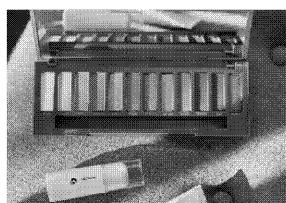
30TH OCTOBER 2018

What I've Been Wearing Recently



22ND AUGUST 2018

Summer, Please, Never End

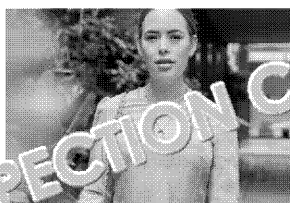


27TH JANUARY 2018

What I Loved In January



Reserve



31ST JULY 2017

The Little Yellow Dress



15TH MARCH 2017

Lunch at Farm Girl

Analysis of Tanya Burr website (<https://www.tanyaburr.co.uk/category/style/>)

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Promotional websites v
date alongside each e
audiences to find and
e.g. Burr's articles are
updated

Analysis of Tanya Burr websi
(<https://www.tanyaburr.com/content/what-i-wore-style/>)

MOJO 306 – May 2019: Fleetwood Mac

The new MOJO magazine celebrates every era of Fleetwood Mac, features an exclusive interview with the band, sports a covermount CD of Detroit soul nuggets, includes big pieces on Joy Division, Status Quo, UK jazz and more.

Analysis of MOJO website
(<https://www.mojo4music.com>)

Plug

Used mainly on magazine websites, plugs often appear in the top right hand corner of a website and use eye catching visuals and succinct language to encourage audiences to subscribe to the magazine, e.g. the juxtaposition of the red text box and the gold infused magazine cover provides an alternative way of encouraging audiences to subscribe.

Hamburger

Describes an alternative for navigation, compressed into a small icon. When audience clicks on this box, a menu appears over the home page. The Little Mix hamburger button has more categories than a visual menu, which are useful for audiences viewing the website.

- HOME
- MUSIC
- MUSIC
- THE GIRLS
- TOUR
- VIDEOS
- NEWS
- FRAGRANCE
- MERCH
- SHOP
- NEWSLETTER

Analysis of Little Mix website

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Analysis of BBC Luther website (<https://www.bbc.co.uk/programmes/b00vk2lp>)



Analysis of Tanya Burr website (<https://www.tanyaburr.co.uk/category/style/>)



Analysis of Tanya Burr website (<https://www.tanyaburr.co.uk/category/style/>)

According to the online media, Audiences are an alternative source of information. This video behind-the-scenes received millions of views. His role as Luther established him into the firm who are

Most visitors to the major show are audience members, e.g. pop stars, well-known Instagrammers, and other artists for

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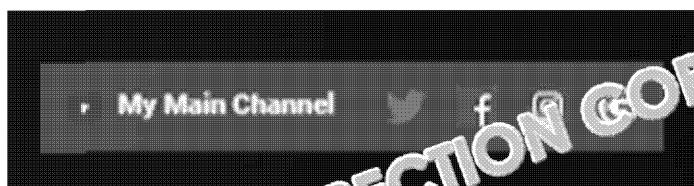
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Social Media Feeds – Codes and Conventions

We will now explore several codes and conventions of various social media channels, from the technical conventions of online videos to the design and layout of the pages.



<https://www.youtube.com/user/ThatcherJoeVlogs/feature>



Social Media Icons

The vlogger Joe Sugg has a huge social media presence. As demonstrated through the icons above, Sugg's YouTube channel directs the audience to a Twitter page, a Facebook page, an Instagram page and (more unusually) a TikTok account. These icons are designed to stand out as colourful against the predominantly white and red YouTube page

Working Links

Online vloggers are always encouraging their viewers to watch as much of their content as possible. The list of usable html links (pictured right) takes audiences to pages ranging from Joe Sugg's general YouTube channel to a collaboration he made with popular cooking vlogger Oli White. The latter is an example of online networking

The following codes and conventions are used through the page:

1. Thatcher Joe Vlogs
2. RedLeft
3. Tokio M

JUMP SCARE MONTAGE

5,597,373 views • 4 years ago

- ▶ ULTIMATE JUMP SCARE
- ▶ Oli White - <https://www.youtube.com/watch?v=...>
- ▶ Become a Sugglet NOW
- ▶ Remember to hit that

▶ My Links:
YouTube main channel
READ MORE

<https://www.youtube.com/user/ThatcherJoeVlogs/feature>



<https://www.youtube.com/user/ThatcherJoeVlogs/feature>

Cover Photo

Cover pictures often help to establish the tone and house style of a website or social media page. The cover photo for Thatcher Joe Vlogs uses light greens and purples to connote a sense of fun and vibrancy. The digital recreation of a famous portrait suggests that he is targeting a younger, more technologically minded audience.

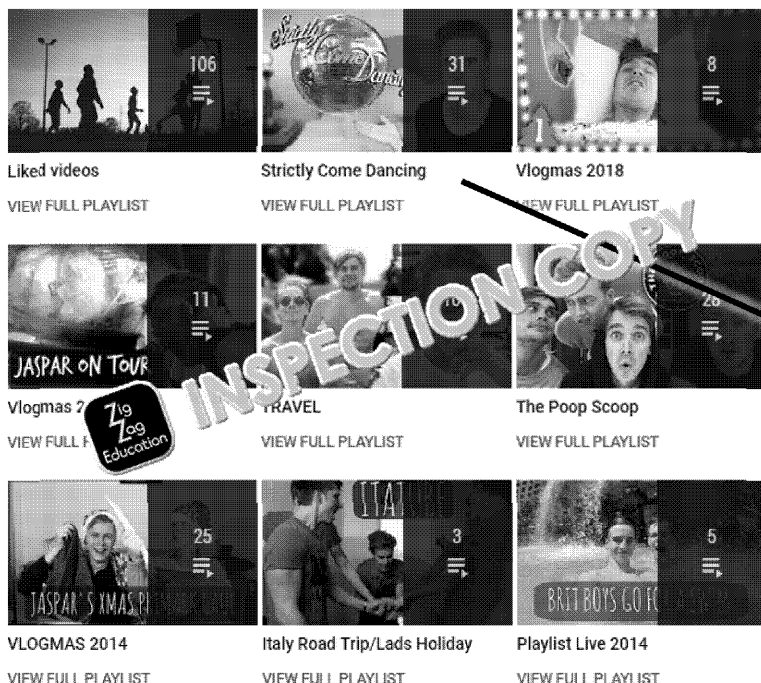
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Created playlists



<https://www.youtube.com/user/ThatcherJoeVlogs/featured>



<https://www.youtube.com/user/ThatcherJoeVlogs/featured>

Mode of Address

Unlike most films and television programs, vloggers tend to make more of an effort to address their audience. The majority of them will speak directly into the camera and use phrases such as 'I thought I'd tell you guys about...' In this case, Sugg's thumbnail images to his videos show him speaking directly into the camera in order to establish a more personal relationship between him and his audience.



<https://www.youtube.com/user/ThatcherJoeVlogs/featured>

Language Choices

Joe Sugg's use of video descriptions help to establish an informal, slightly mischievous tone. The use of full caps lock connotes a sense of excitement as to the use of superlatives like 'amazing' in the phrase 'try not to say "Aww" challenge' further establishes this informal tone.

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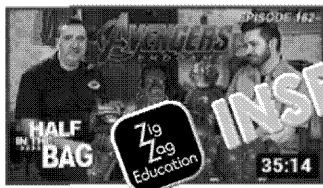
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Photoshopping

In order to make their YouTube channels more visually exciting, YouTube vloggers will add images on to the thumbnail images of their videos. In the case of Red Letter Media (a film from the discussed film are superimposed onto an image of the two reviewers speaking), the images look incredibly out of place.

Half in the Bag ▶ PLAY ALL



Half in the Bag Episode 162:
Avengers: Endgame

RedLetterMedia ✓

857K views • 1 week ago



Half in the Bag Episode 161:
Shazam!

RedLetterMedia ✓

780K views • 1 month ago

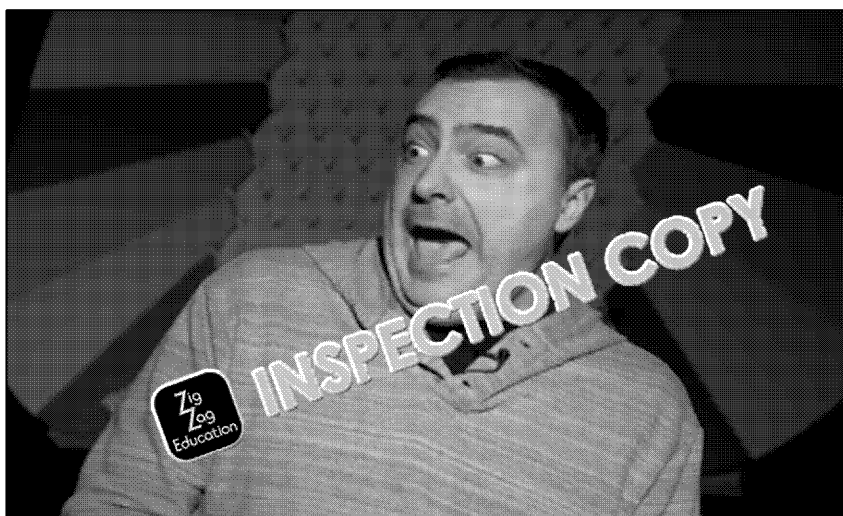


Half in the Bag Episode 160:
Us and Paddleton

RedLetterMedia ✓

604K views • 1 month ago

<https://www.youtube.com/user/RedLetterMedia>



<https://www.youtube.com/user/RedLetterMedia>



<https://www.youtube.com/user/RedLetterMedia>

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TOKIO MYERS 
@tokiomyersworld

one and spread
peace & love
finishing up my second
album 

tokiomyers.com

Joined January 2012

592 Photos and videos



<https://twitter.com/tokiomyersworld>

Pinned Post

Producers of social media feeds have the option of ensuring that particularly important posts are at the top of the main feed. Myers has chosen to pin an image of himself holding a Brit award as this is perhaps the greatest achievement of his career so far. The image is also appropriate as Myers is framed in a full body shot clarifying that he is the main focus of the page. Furthermore, his jacket of blue, red and white resembles the colour scheme of the union jack flag and the main logo for *Britain's Got Talent*: the show in which Myers was discovered as a musician.

Profile Picture

Tokio Myers uses the cover of his first album to make his Twitter page seem legitimate. The blood-red background implies passion and brimming with passion. Furthermore, it is a musician's social media page to have a picture as they are the

Bio

Social media bios tend to briefly summarise the principles of the media producer. In this case, the phrase 'here to share' is established in the phrase 'here to share' that he wants his music to be a force for good. 'finishing up my second album' keeps the bio up to date with the latest material he is producing. In addition, more of his personality, a series of emojis

Images

The images pictured left show Myers in various settings, giving his audience a detailed look into his life. The image of his album cover establishing his brand is also posted, along with candid pictures of himself, giving us insight into the kind of hobbies he likes to pursue.

Tweets & replies

Pinned Tweet

TOKIO MYERS  @tokiomyersworld · 1w
What a year it's been!
My first Classic Brit Award! 🏆
Thank You to my fans and to my team for



43 52 735

<https://twitter.com/tokiomyersworld>

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Video Games – Codes and Conventions

Finally, we will explore some of the key codes and conventions relating to video games. By the end of this section, you will have the resources to create a game which is overly complex. Therefore, the following examples are covered in this section.



Undertale Reference © Toby Fox, 2015

General video games are often framed through the following:

1. Temple Run (created by Imangi Studios)
2. Return to Sector 9 (created by Nerd Corps)
3. Undertale (created by Toby Fox)

The main character in the game is the audience controls the character in order to progress the story. In Undertale, the audience is exploring an underground world and landscapes. The character is a striped jumper who can edit the game.

Instruction Boxes

In certain games that require puzzle solving and complex narrative progression, boxes will appear on the screen providing hints or instructions for the audience, e.g. in Undertale, the audience are framed through the game or helpful side quests. In this case, a kind of guide creature guides the player through the landscape.



Undertale Reference © Toby Fox, 2015



Undertale Reference © Toby Fox, 2015

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Score

An element of competition is hugely appealing for most video game audiences. In games that are less structured, like *Return to Sector 9*, skill and attainment is based on a numerical score that rises the longer the player remains alive.

Live

In *Return to Sector 9*, the mirror on the right of the screen represents the player's health. As ships disappear, the game health bar changes different forms depending on the player's health bar that can run out.



Return to Sector 9 © Pug Fugly Games, 2007

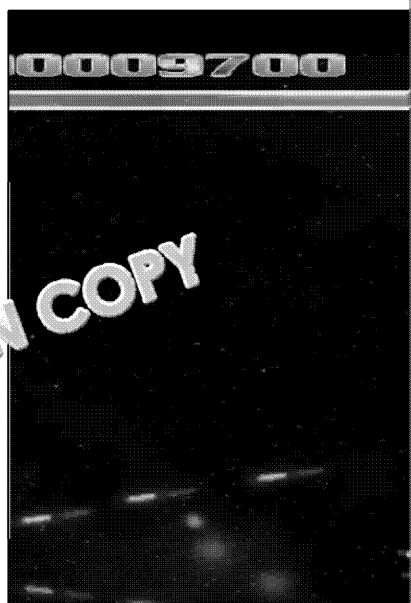
Every game has a protagonist who has a goal and a way in which they can take in order to help achieve this goal; e.g. in this case the protagonist has the ability to avoid the blasts from the space bugs and fire lasers back at the bugs in retaliation.

Antagonist

Characters in the gameplay design who are the opposite of the protagonist from winning the game. Antagonists are the enemies of the protagonist. They can chase the player, race the player, etc. For example, in the game *Return to Sector 9*, the antagonists are an army of space bugs that the protagonist's ship is fighting.

Power Ups

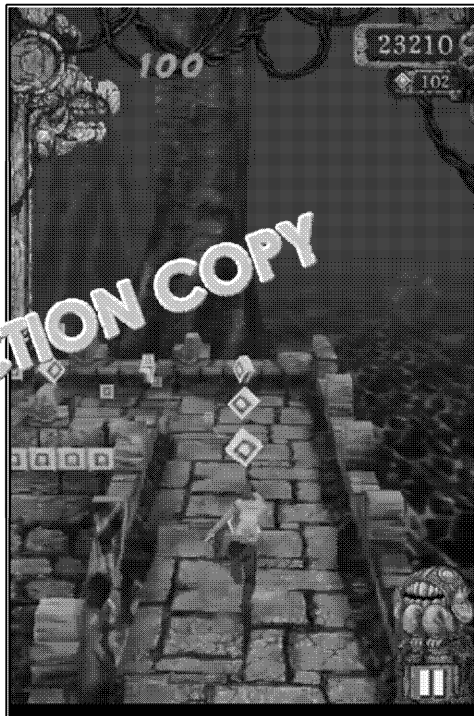
A reward the player receives if they achieve a certain status within the game. This reward usually comes in the form of a new costume, prop or ability; e.g. pictured right, you can see the protagonist has reached a point where they are able to fire two blasts simultaneously in two separate directions. This makes the gameplay more enjoyable and allows the player to respond effectively to the challenges that become increasingly difficult.



Return to Sector 9 © Pug Fugly Games, 2007

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Temple Run © Imangi Studios, 2011

Functions

Not to be confused with actions, this term describes the actions the player/audience must complete to succeed at the game. For example, Temple Run represents a rare case in which the player does not cause the protagonist to move. The protagonist moves automatically as the player has the power to swipe left or right. The player can also swipe up to make the character jump and swipe down to make the character slide.

Mise en scène

The arrangement of people and objects within the frame. This is a term usually associated with cinema but it can also be applied to the visual design of a video game, e.g. the construction of Temple Run ensures that the protagonist remains centrally in the forefront of the frame. This allows the player to see any on-coming obstacles and marvel at the rich textured setting. This is made up of looming trees, dark water and hanging vines.

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Genres and Sub-genres

For your NEA, you will be asked to create a product which fits into a particular genre. The media you may end up producing (*Websites, video games*) encompass a wide range of genres.

Websites

Activity 1.1

Use the clues provided in the table below to place the website genres into the correct box. An example has been provided to help you get started.

Film	Podcast	Traditional Music	Newspaper	Vlog
		Magazine	Video Game	Television

Genre	Defining Qualities
Television	Viewer's Guide, Episodes Page, Meet the Cast, Contact Page, Online Store, Blogs and Vlogs, Comment Threads, Political Bias, Links to Social Media, Discography, Concert Dates, Links to Live Streaming, Incorporated Audio and Video, Production Company Logo, Trailers, Masthead, Plugs, Links to Print Schedule, Links to Digital Store, PEGI Rating, Merchandise

Video Games

Activity 1.2

Use the clues provided in the table below to place the video game genres into the correct box. An example has been provided to help you get started.

Platform	Shooter	Stealth	Racing
Survival	Fighting	Rhythm	Construction

Genre	Notable Examples
Platform	Donkey Kong, Dustforce, Super Mario Bros, F1 2018, Need for Speed, Gran Turismo Sport
	Assassin's Creed, Hitman: Absolution, The Wolf of Wall Street
	Rock Band, DJ Hero, Guitar Hero
	Slender Man, DayZ, The Last of Us
	Tetris, Candy Crush Saga, Angry Birds
	Call of Duty, Grand Theft Auto, Halo
	Planet Coaster, Minecraft, The Sims
	Dragon Ball FighterZ, Mortal Kombat, Super Smash Bros
	Fable, Fallout, Rust

Try to attempt this exercise based only on the titles provided for you in the table. You are advised to research playthrough videos online to give you a better idea of what each game is like.

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Activity 1.3

This activity will give you the opportunity to look at the kinds of YouTube channels that can be produced. An example of various key genres has been provided for you.

- Find an additional example for each genre.
- Based on the two channels, identify three conventions specific to each genre.

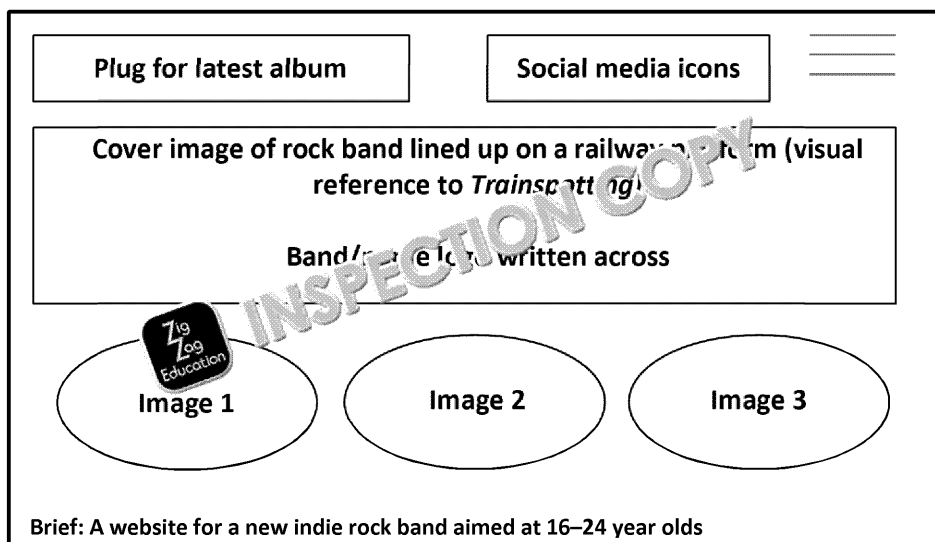
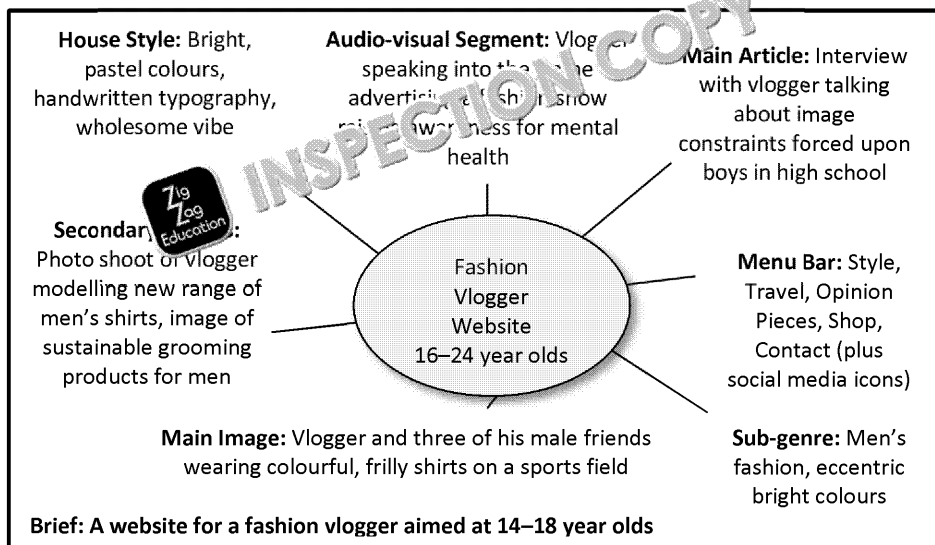
Genre	Definition	Examples
Animation	When two or more hand-drawn or digitally created images are manipulated in order to create fluid movement.	<i>Eddsworld</i>
ASMR	Stands for autonomous sensory meridian response . Videos designed to calm audiences and invoke a pleasurable physical response.	<i>DennisASMR</i>
Beauty	Videos advising audiences on how they can use cosmetics or makeovers to improve the way they look.	<i>Huda Beauty</i>
Comedy	Videos designed to make the audience laugh, usually containing quotable lines.	<i>Epic Rap Battle</i>
Cooking	Videos involving the creation and serving of food, usually designed to inform the audience of effective recipes.	<i>Oli White</i>
Gaming	Videos in which creators record and provide a spoken analysis of a particular video game.	<i>Jacksepticeye</i>
Health and Fitness	Videos designed to inform the audience of effective fitness routines and encourage them to get healthy.	<i>Renee Amberg</i>
Learning	Videos designed to educate audiences, usually children.	<i>Tedx Talks</i>
Lifestyle	Videos in which an individual informs the audience of their day-to-day routines, e.g. <i>seeing friends, eating, decorating</i> .	<i>Zoella</i>
Podcast	Channels based around audio material in which participants discuss a particular product or topic.	<i>PowerfulJRE</i>
Pranks and Challenges	Videos in which participants execute practical jokes or tricks on members of the public or each other.	<i>RebelTV</i>
Tech	Videos in which the participant(s) discuss the latest technological developments, often from an informative angle.	<i>Marques Brownlee</i>
Travel	Videos in which the participant(s) document their journeys to exciting locations for curious audiences.	<i>Lost LeBlanc</i>

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Initial Ideas

Once you have received your NEA brief it will be up to you to start thinking about what you want to create. While your project is bound to be shaped by the research and planning exercises you can try out to help you formulate and develop any initial ideas. The following are some ways in which you might want to draw out initial ideas. Examples have also been provided.



Title: Fear the Reaper

Genre: Survival horror game (with potential shooter element)

Location/Background: Gameplay takes place in the maze-like corridors of a haunted castle (displayed as a two-dimensional image). The colour scheme is made up of blacks and reds. Background detail is made up of burning torches, wooden tables and suits of armour.

Protagonist: A short, stocky Ghost Hunter (dressed in a Victorian-style black suit).

Antagonist: The Ghost Hunter is pursued by hooded figures in long black cloaks, holding large swords and axes. These figures pursue the protagonist in order to kill them. As the player progresses, more and more of these figures appear.

Function/Action: The protagonist has to move through the corridors and avoid the hooded figures. Occasionally the protagonist will come across a trap door. By jumping on these doors they can fall through them and appear somewhere else in the castle. In the later levels, the player can use a sword to shoot the opponents. Swipe the screen to change direction, tap screen to jump, hold screen to shoot arrows.

Soundtrack: A fast-paced, fast-paced violin music (a reference to old school horror soundtracks such as Robert Bloch's *Psycho*).

Intertextuality: The hooded figures are inspired by the mythological monster: The Grim Reaper. Their design is also influenced by the dementors from the Harry Potter books.

Brief: A two-minute segment for a video game aimed at 12-16 year olds

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Research

Before you begin creating your media product, it is essential that you understand your target audience and the media language to appeal to them. It is therefore crucial that you conduct different types of research. One of the most useful forms of research you can undertake is a close analysis of existing media products, similar in what you want to create. It is important that you analyse these websites in terms of the media language used; how the music and ideas and the media language is used to target the website's intended audience. **Here are some examples**

Media Language

Brief: A Jazz musician's website for 35–50 year olds

Analysis of Gregory Porter website
(<https://www.gregoryporter.com>)

Menu Bar: Home, Music, News, Live, Gallery, Video, Merch, Register – all fairly conventional categories for a musician's website. Provides audience with opportunities to buy Porter's album or see him sing live and the opportunity to stay updated with his musical achievements.

Main Image: Close-up of Porter singing in concert. A simple but effective image which implies that Porter's main appeal is his voice. The image also features a close-up of his face, which is a common theme in his clothing invitations, appealing to his core fan base.

Secondary Image: The cover of Porter's latest album. The intertextual reference to old jazz singer Nat King Cole connotes the genre.

Above the Fold: Musician Name, Main Image, Secondary Image, Menu Bar, Story (Porter's biography), Award (award), Header 'upcoming tour dates'.

GREGORY PORTER PRESENTED WITH MOBO OUTSTANDING CONTRIBUTION TO MUSIC AWARD

News Page: Chronologically lists Porter's award wins, major TV appearances and latest musical endeavours. His Facebook and Twitter wall is embedded into the news page.

Social Media Icons: Facebook, Twitter, YouTube, Instagram, Vevo, Spotify, Mail list. Provides audience with many different ways of interacting.

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Media Representation

Brief: A period drama website for 40+ audience

Menu Bar Feature
is the most unique
the potentially tr
subject matter (b
a wide range of
offering support

Cultural Relevance: *Call the Midwife* specifically explores the lifestyles and relationships between midwives and nuns in 1950s London. Cultural codes such as the characters' respective uniforms and 50s period setting are evident from the home page image.

midwives working in the poverty-stricken East End
best-selling memoirs of Jennifer Worth.

Ethnicity: While *Call the Midwife* is uniquely diverse in its representation of women, a vast majority of the core cast are white. The show deals with themes of race and immigration but non-white characters scarcely feature on the website's home page.

"Do you think you may be too old to be doing this?"
Series 7, Episode 8

Papa wasn't ke
Stones
Series 7, Episode

The Bechdel Test: Means of testing female representation in film and television by asking if two named female characters have a conversation about something other than a male character.

Videos: The website features numerous clips from the show. All clips pass the **Bechdel Test** and feature characters of different ages, ethnicities, genders and disabilities. This is about how you wish to portray different social groups in your own projects.

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Men's Health FOLLOW US f t g u

HOME YOUR SUMMER BODY WORKOUTS MY FITNESS NUTRITION WEIGHT LOSS STYLE WATCHES

SUBSCRIBE WATCHES A-Z MH FITNESS EQUIPMENT

The Daily Upgrade TUESDAY 11.12.18

GET BACK IN SHAPE
GET BACK IN SHAPE
8-PACK ABS!
10% BODY FAT
14
27

FITNESS
JASON MOMOA SHARED HIS TRAINING SECRETS WITH US
 Aquaman's workout secrets. For other reasons, new issue unmissable

MUSCLE
10 BEST CHEST EXERCISES
 Build bigger pecs with our ultimate chest-bulking guide

EDITOR'S PICKS

01
HEALTH
WATCH: BRITAIN'S STEROID EPIDEMIC

03
PRIMAL 9
PRIMAL 9, THE WORLD'S FASTEST TRANSFORMATION PROGRAMME, HAS LANDED!

STYLE & GROOMING
5 OF THE BEST GYM BAGS TO BUY RIGHT NOW

NUTRITION
WHAT IS TALKING ABOUT

10 BEST CHEST EXERCISES
 Build bigger pecs with our ultimate chest-bulking guide
 By Ed Cooper

Chiselled chest? Check, check, check!
 (Related: Add 4 inches to your chest)

Not only does a bigger chest mean more muscle — it has other benefits too.
Benefits of a bigger chest
 When paired with a good diet, a bigger chest can encourage you to burn more fat, adding height to your physique (obviously) make you look like a superhero.

Follow the link to the Men's Health website (<http://mensh.health.com>)

a) Conduct some online research into Men's Health magazine

c) Analyse the main home page and online article (below) in relation to representation:

i) Menu Bar ii) Use of models iii) Colour

d) Make a list of three small changes you could make to the website

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Diversion: *Angry Birds* can be downloaded on a variety of technological platforms, most commonly smartphones and tablets. The simple nature of the game allows it to be played in various settings, such as on public transport, etc.

Personal Identity: Video game fans have the opportunity to progress to various levels and aim for an impressive score. In turn, they can share their achievements with their friends and feel a sense of attainment. This feeling can enforce their identity as a competent game player.

Function: The functions required by the player are fairly simple: controlling the aim and momentum of a catapult to fling an angry bird at the shielded antagonists. Between levels, the player can also select power ups, e.g. *Birds which multiply in mid-air*.

Media Audience

Brief: A game aimed at 12–16 year olds

Colour Palette: The game uses bright colours with a palette connoting a child-like character and making the game appealing.



Angry Birds © Rovio Entertainment Ltd. 2012

Protagonist: The angry birds stand out from other child-like characters due to their grumpy, villainous appearance. The act of associating (and re-associating) with beauty into angry, reluctant heroes is common. The antagonists in the game are green, friendly looking pigs.

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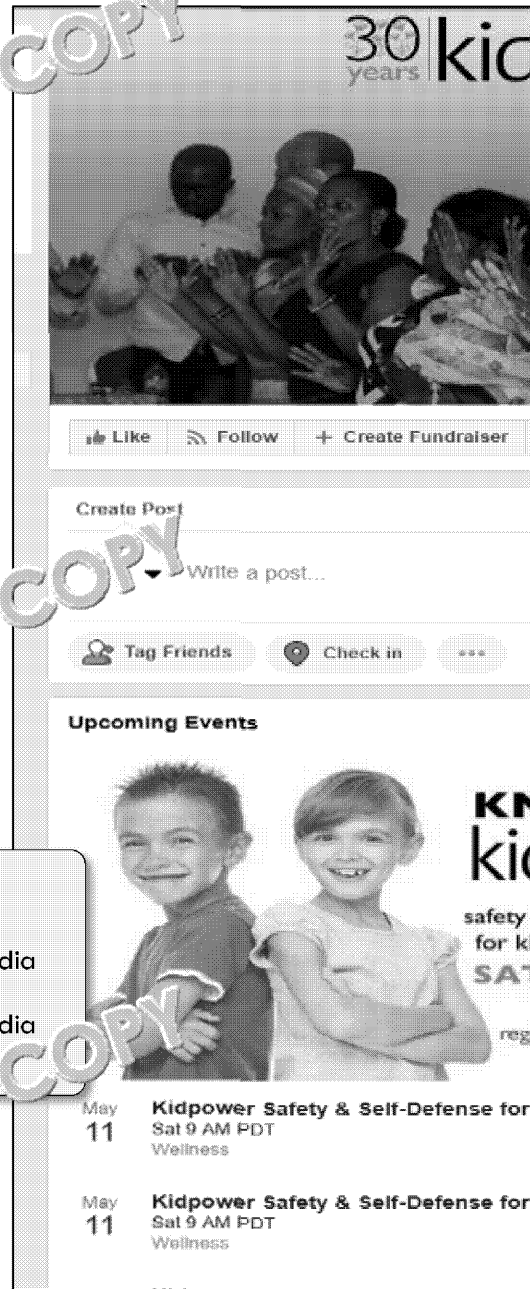
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ACTIVITY 2.2

- In no more than 100 words, analyse the use of media language on this Facebook page.
- In no more than 100 words, analyse the use of media representation on this Facebook page.



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<https://en>

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Primary and Secondary Research

Beyond your analysis of existing media products, you will have to strike an effective balance between **primary research** and **secondary research** in order to further your understanding of media products.

- **Primary research:** Refers to research you will conduct yourself in order to gather information related to your project.
- **Secondary research:** Refers to information you will gather from the publicly available sources.

Primary Research

In order to conduct effective primary research you will have to gather some information with your own resources. The analysis of existing media products from the previous page would be considered secondary research. There are a number of methods you can use:

- **An audience questionnaire/survey:** Make a list of questions you want your target audience to answer. Hand these out to people who fit into this demographic. This form of primary research can be used for yes or no questions or multiple choice questions.
- **Interviews:** If you would like to receive more complex answers from your target audience, you can conduct individual interviews. You may want to ask an interviewee to explain the pleasure they get from certain media products or answer closed questions such as, 'Do you often see banner adverts on the websites you visit?'
- **Focus group:** Invite people who fit into your audience demographic for a small group discussion. Ask them to discuss particular web pages or video games which they enjoy visiting. This can be used to discuss some of your early drafts or initial ideas.

Note: If you choose to hold interviews or focus groups, you may wish to record people's responses. Ensure that you **get permission** from all participants. Furthermore, you should not use strangers to collect your primary research. You should be able to use your fellow classmates, siblings, teachers or parents to conduct effective research.

Secondary Research

Secondary research will help you to further your understanding of how audiences respond to different media products and support your analysis. You may also find it useful to explore how online media and video games have historically targeted their audiences. Appropriate secondary research can be completed using *the Internet*, *videos*, *documentaries* and *existing media products*.

Check out the recommended list of further reading found on p. 63 of this resource.

When it comes to picking out existing media products to analyse, be sure to familiarise yourself with the contexts in which they were produced. Listed below are the kinds of questions you should ask.

Example – Magazine Website

- What is the magazine's circulation?
- What is the magazine's readership?
- Where is the magazine sold?
- What digital editions does the magazine offer?
- Who does the magazine claim to appeal to?
- How long has the magazine been running for?
- What does the magazine offer that the print publication does not?
- How active are the magazine's social media pages?
- Has the magazine been caught up in any public controversy?
- What do these answers reveal about the target audience?

Example – PlayStation 4 Game

- When was the video game released?
- What console / online platform was it initially made available on?
- Was the game adapted from other online platforms?
- How was the game marketed?
- How was the game received by critics and players?
- Can you identify some of the key points of inspiration for the game?
- Has the game spawned any sequels or spin-offs?
- How was the game's success measured?
- What do these answers reveal about the target audience?

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Planning

As you approach the final stages of your research, you can start planning the execution of your project. Whichever NEA brief you choose to follow, there will be dozens of tasks you will need to complete. Do not underestimate the power of planning. Once you have planned your project fully, you will be able to create a brief **statement of intent**.

Sticking to the Specification



- As advised in the **ideas stage (p. 22)**, create a pitch/treatment for your digital product. *This might take the form of a storyboard for your two-minute game or a treatment for an original television show your social media feeds are promoting. This will depend on the brief you are given.*
- Keep note of all the essential elements specified by the NEA brief (**p. 2**). Tick off each of these elements as you include them in your final product.
- Keep note of all the elements of media language, representation and audiences you discover in your close analyses. Be sure to apply some of these codes and conventions to your final product.

Logistics/Timings

- Create a timeline of the entire production process. Use this to ensure that you meet deadlines and leave enough time for creating audio-visual material, digital production, etc.
- Create a 'to do list' which you can tick off throughout the process. *(You may find it helpful to split this list into sub-sections, e.g. an original material list, a writing content list.)*
- If you are planning to complete primary research, ensure that this is scheduled properly in advance as you will be relying on other people to collect your data. *(Secondary research and the actual writing of content can be completed on a flexible basis. Primary research and shooting must be planned far in advance.)*
- Make sure that you keep track of everyone involved in your practical project, e.g. *lighting operators, models, musicians, etc.* Their names must be included on the candidate reference sheet you hand in.
- If you are using a software design software, take the time to complete tutorials and become a confident user.
- If you wish to record an original soundtrack for your video game segment, arrange this with the appropriate musicians and tech providers in advance.

- **Website:** Make a list of resources you will need, e.g. *phone, props, etc.*
- **Website:** Create a list of the images you will need. Tick these off as you use them.
- **Website:** Visit your chosen website beforehand to ensure it is known as a **real** website.
- **Website:** In preparation for the following weather conditions, *the tone of an in* private property from the appropriate **Both:** Think about the objects with **en scène**).
- **Video Game:** Use the time to experiment with different designs.
- **Video Game:** Write a gameplay description, power ups and

Lay

- As advised in the **ideas stage**, sketch out draft designs for your video games *(this comes to digital production)*.
- **Website:** You must create a mock-up design of your website. *(This must be entirely on practical and lay-out with the media theory)*
- **Website:** Establish a list of programs to be using program existing templates **WordPress**. When you are sure you practise beforehand. Digital design is not something you can do the night before

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Statement of Intent

Writing a statement of intent on top of your practical project may seem a little daunting at first but it shouldn't be too difficult provided that you research and plan your projects effectively. The statement of intent essentially gives you the opportunity to point out the most relevant and exciting parts of your practical project to the examiner. It should only be approximately **300 words** in length.

You can produce an effective statement of intent by clearly identifying the most relevant aims of your project, as well as the ways in which they fulfil the brief.

Take it as an opportunity to describe:

- How you will utilise your knowledge and understanding of media language to inform your end product (i.e. how will you make use of key codes and conventions of media language in your project and why).
- How you will utilise your knowledge and understanding of representations (of people, places, groups, events and ideas) in the media to inform your own constructions of representations in your product (subvert stereotypes and why).

These descriptions should be backed up by the knowledge you gain from your research stages (into other products, your target audience, and theoretical perspectives) to explain your decisions. Most importantly, you need to explain:

- How and why your product will be appropriate for the target audience specified in the brief.

Example Statement of Intent

I aim to produce a website for a men's sports magazine aimed at a target audience of young men. In order to make my website's language and representation more specific I decided on men's magazines with a specific focus on mental health and body positivity. As I researched the genre, I decided to produce my website with a white, green and grey colour scheme. These colours collectively invite connotations of wisdom, reflection, growth and stability, which are associations are appropriately traditional to the themes of sports and fitness, contrasting with the subversive feminine quality which will inspire an audience of young men who are disillusioned with the exaggerated machismo of most men's sports magazines. My research encouraged me to place the magazine's masthead: 'New Gentleman' top centre of the web page to make it stand out. I decided to apply a kerning effect to the masthead, subtly altering its spacing to create the intention of making the magazine appeal to the more emotionally sensitive audience. Furthermore, I decided to produce much of the website's text in script-based fonts to create an impression of affection and creativity. In terms of line height, tracking and spacing, I opted for a minimalist approach, embracing the effectiveness of a lot of white space. This style is commonly recognised in multiple men's magazines which attempt to cram as much information as possible onto pages as possible. In order to effectively target an audience of men who feel alienated from a hyper-macho culture, I decided to use titles intertextually parody the cheesy all-time top 100 healthiest foods list, but instead ripped in a week!... through the medium of dance moves. I also decided to include men's content which embraces the creative, effeminate aspects of the genre, encouraging them to gain in competitive sports.

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Practical Skills

Typography: style of font on a website. This brands the product / subject matter, connotes a particular genre and establishes a house style which is pleasing to the audience's eye.

In any form of online-based media, the style of font plays a crucial role in terms of creating meaning and catching people's attention in the first place. Online audiences will generally associate certain emotions with certain font styles. These emotions can range from creativity to strength to innovation, etc. When you come to build your own website, you need to ensure that your typography evokes an emotional response which is appropriate for your particular website.

For Example, this charming hand-written font invites connotations of traditionalism and romance. This would be quite inappropriate to use for a website promoting a new hip-hop artist.

You may find the diagram below useful in establishing which fonts are appropriate for which sub-genres of website.



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ACTIVITY 3.1

Fonts are not only used to invoke particular feelings in the audience. They also connote a particular genre. Audiences are likely to instantly associate certain fonts with certain genres.

a) Match the fonts listed below to the most appropriate genre of website.

i) Bloodgutter 99

- Television crime series
- Men's lifestyle magazine
- Promotional site for an R&B musician



ii) Script MT Bold

- Television crime drama
- Women's fashion magazine
- Promotional site for a grime artist

iii) Eurostile

- Television sitcom
- Men's sports magazine
- Promotional site for a pop girl band

b) Use the boxes below to justify your choice from part a):

Bloodgutter 99:



Script MT Bold:

Eurostile:



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The Importance of Typography

As the spider diagram on p. 31 has established, typography hugely determines how audiences respond emotionally to your website. It can be difficult to find that exact font which perfectly matches the tone, style and genre you're aspiring for. Listed below are five top tips which should get you thinking about fonts and the ways in which audiences read them.

- 1 Less is more:** If you use too many different font designs on a single page, your website will look untidy. Try to keep it to two or three at an absolute maximum!
- 2 Practicality:** Certain fonts you find online will make your website take longer to load. If this is the case, use another font! You do not want to be testing your audience's patience or they will end up looking for information elsewhere.
- 3 Legitimacy:** Attractive fonts play an important role in building your audience's sense of trust. Think about it: if you visited a website with cheap, unattractive-looking typography, you would be much less likely to view the website as a reliable source of information.
- 4 Readability:** Ensure that your choice of font isn't too difficult for your audience. (It may sound obvious but so many amateur web producers try to be original at the sake of being original.) Do not sacrifice readability just for style. It is the purpose of you are building a website to ensure that individual characters are easy to read.
- 5 Originality:** If you want to avoid using popular fonts, check out **Typewolf** for a range of popular contemporary typography choices for business websites in a variety of styles.

ACTIVITY 3.2

As mentioned in **Bullet Point 4**, certain font styles can make certain letters look like another. Look closely at the following fonts used for the word 'illustration'. Choose the one you like best and write a short paragraph explaining your decision.

1. Illustration
2. **Illustration**
3. Illustration

TOP TIP: When you come to produce your own website, make sure that your font size is appropriate for the device you are using.

Too Small: Text size is 12px or smaller. It becomes quite difficult to read. The strokes of the characters become harder to distinguish. This usually means the human brain has to work harder to read the text.

Too Large: Text size is 18px or bigger. Words take up a greater proportion of our prime space. It disrupts the flow they can usually achieve when reading a book, for example. Overly large fonts usually mean only one word can be read at a time.

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Text Dimensions

We have already established that font types contain dozens of visual codes and convey meaning for the audience. It is also important to consider how the dimensions of text can be used to convey meaning. How font **size** and **positioning** enables audiences to infer what information is most important.

ACTIVITY 3

Study the main web page for PC Gamer and then:

- Rank the following codes and conventions by their prominence on the page: (1) logo (2) social media icons (3) banner advert (4) menu bar (5) sell-line (6) navigation bar (7) engine (8) secondary images.
- For each ranking, describe how the code or convention appears on the page, its logic and its size and positioning on the front cover.

Analysis of PC Gamer website



Extension Activity Remember that it is important to choose the appropriate typography for all elements of your website, including the title and the masthead. Repeat **Activity 2.1** with a professional website in a genre of your choice ranking the site's codes and conventions in order of importance.

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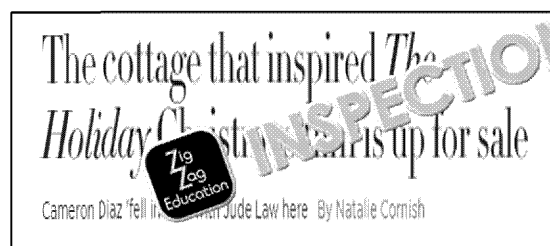


Stylisation

People who design media websites professionally will rarely settle for an unedited, generic font from Microsoft Publisher. They will make subtle edits to ensure text stands out among the competition. This page will explore these more intricate aspects of typography.

Stylisation: typography meaning an appealing fo

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Explanation: Commonly used in order words or to make certain words stand out. **See left:** than **bold** and underlining, italics can mean to a particular word: e.g. 'I *hate* that film'. **See right:** the film title (*The Holiday*) appears mo



Bold
Explanation: Used to make certain text to emphasise certain words and signal many words on a page are written in it becomes meaningless so it should only combination of the bold font and pink stand out from the description.



Underlining
Explanation: Used to place emphasis on or obscure words and (most common) bodies of text. Underlining is used sparingly out of place among **bold** and underlining is appropriate as it signifies



Kerning
Explanation: Refers to the process of adjusting individual characters in order to achieve a consistent design. **See left:** kerning is used appropriately in independent film's style and tone. The futuristic suggesting elements of the s



Tracking
Explanation: Also known as letter-spacing, adjusting the space between characters to ensure consistent density within a whole body of text. **See left:** the 'B' and the shape are designed so the characters in Plan B are more



Line Height/Condensing Text
Explanation: Line height refers to the distance between one line of text and the next. Like tracking, line height is used to ensure text is readable and uncluttered. **See left:** the text is sparsely placed in order to make navigation easier for the audience. Note the clear separation between categorised features below.

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Colour Schemes

Colour is one of the most important indicators of meaning in digital media. Colours carry dozens of different meanings and connotations. Media producers are highly aware of what audiences associate with certain colours and will use this knowledge to make the tone and genre of a digital media product clear based on a single image. You must apply the same logic to your own products.

When you combine two (or more) colours together, you begin to hone in on which connotations you want your colour choices to convey to an audience. For example, the colour red carries connotations of *love, passion, blood, danger, and anger*. If you juxtapose red and pink in a poster design, audiences will typically associate red with love and passion in this context. However, if you were to combine red with black, audiences are more likely to associate red with blood and danger.

Below are some common connotations of different colours:

Red – love, anger, passion, danger, power, sexuality, courage, bravery, blood

Purple – reflection, wisdom, royalty, luxury

Blue – peace, masculinity, responsibility, conservatism, cleanliness

Green – growth, health, safety, wealth, greed

Yellow – youth, energy, confidence, sunshine, cowardice

Orange – warmth, excitement, joy, youth, self-indulgence

White – innocence, purity, cleanliness, perfection, safety

Black – mystery, strength, power, danger, evil, formality, death

Brown – earth, stability, nature, dirt, dullness

Pink – love, femininity, nurture, delicacy, purity

Gold – success, luxury, wealth, and extravagance

ACTIVITY 3.4

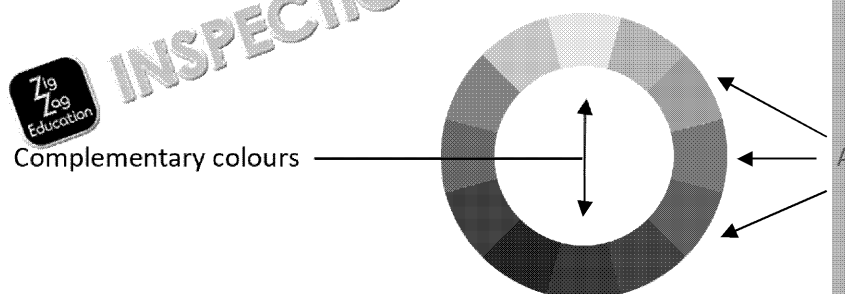
Print out the home page of a musician's website of your choice and redraft it using a different colour scheme. Analyse the differences between your design and the original.

Colour Harmony

Colour harmony refers to the arrangement of colours in a way that's pleasing to the eye, creating a sense of visual balance and harmonious order. There are a number of basic theories of colour harmony.

Complementary Colours: Two colours that sit on the opposite sides of the colour wheel are highly contrasting and will make each other appear brighter when placed next to each other.

Analogous Colours: A triplet of colours that sit next to each other on a 12-part colour wheel. They will all be fairly similar: one colour will be primary (e.g. red), one will be secondary (e.g. orange), and one will be tertiary (e.g. red/orange).



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Colour Palettes in Video Games

Colour is equally crucial when it comes to designing an effective video game. Not only does it help to set the tone through their various connotations (**see the previous page**), striking colours also help in directing players towards certain characters and objects. *For example, in Temple Run, the colour palette is made up of faded blues, browns and swamp greens. Therefore, the interface is dark and moody, encouraging the player to collect coins and win the game.*

ACTIVITY 3.5

Pictured below are two screenshots of vastly different video games. In each, the colour palette helps to establish tone, genre and target audiences in each still.

Mario Kart: Double Dash © Nintendo, 2003



For colour version: <http://www.retrogameage.com/shop/gamecube/mario-kart-double-dash/>
OR Colour copies of selected pages from this resource can be accessed via our website (zzed.uk/freeupdates).

Call of Duty: Black Ops 3 © Treyarch, 2015



For colour version: <https://steamcommunity.com/sharedfiles/filedetails/?id=4444444444>
OR Colour copies of selected pages from this resource can be accessed via our website (zzed.uk/freeupdates).

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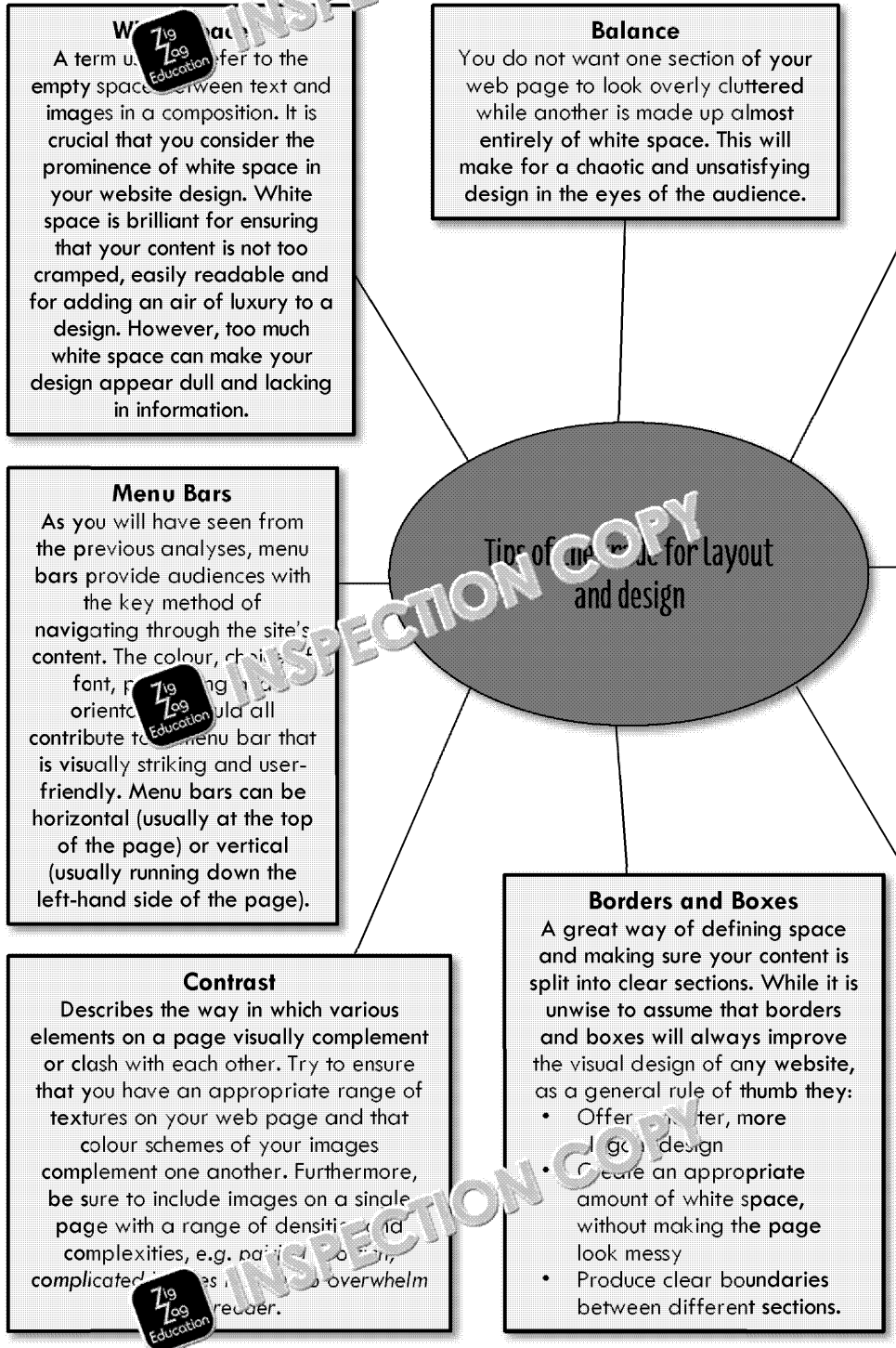


Layout

Web pages can display content such as:

- Text
- Images and graphics
- Audio
- Video and animation
- Interactive application content such as games and e-shows

See the mind map below for top tips on website layout and design.



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Images

Images are an important part of both website design and social media feeds. A large population would describe themselves as visual learners, so this is a large part of why images also help visitors connect to the content on your web page instantly. For example, a still from a TV show, or music video, will engage your target audience before they have

For your NEA project, you will need to include even more images if you are producing digital media. The following pages provide you with information on different shot types and how to find useful when taking your own photographs. In the meantime, we have provided some images below:



Photography Planning Tips!

- Create a 'To do list' relating to all the photos or individual audio-visual shots for your project. You can then tick these off as you shoot them.
- Make a list of all the necessary resources you will need for your photoshoot: *costumes, models, lighting equipment, sound equipment.*
- Produce a storyboard – these are particularly useful for planning and envisaging promotional sites and any audio-visual content. Unlike shot lists, storyboards show clearly about issues such as framing and colour scheme.
- Complete a *reccé* (*visit to a shooting location prior to filming*) – visit your shoot location to ensure that it is suitable. It might even be a good idea to take some practice shots.
- If you are shooting outdoors, check the weather conditions beforehand. An image will look very different to an image taken in sunshine. *For example, if you were shooting a Gothic horror film it might not be the best idea to shoot outdoors on a beautiful day.*
- If you plan to shoot images on someone's property, *e.g. a café or a museum*, make sure you have permission from the owner of the property.
- Experiment with different perspectives beforehand. Prior to your shoot, take a photo of the same image from a wide range of angles. Analyse which ones work best. Unconventional images can make your images stand out against the competition.
- It is rarely a good idea to use the flash device on your smartphone. It is, therefore, important to think about what your natural sources of lighting will be. Will you need to book out a lighting centre beforehand or can you create an interesting lighting design using everyday objects like fairy lights, glow sticks, etc.?
- Make sure your lens is clean! Phone cameras can often gather dust and become blurry. This will negatively affect the quality of the images you take.



What if I want to shoot with a DSLR?

This pack is tailored towards students who plan to take photos with a smartphone as this is more accessible. However, you are more than welcome to use a DSLR camera if you do. The following websites offer useful tips on how to get started with DSLR cameras:

- <http://www.youtube.com/watch?v=9DQXIRpY2qc>
- <http://www.digital-photography-school.com/megapost-learning-how-to-use-your-first-dslr/>
- www.youtube.com/watch?v=9DQXIRpY2qc




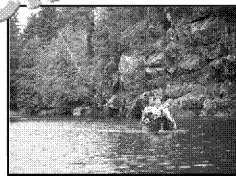



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Shot Types/Framing

Framing describes the position of the camera in relation to the subject. Different perspectives of a setting or person, providing additional insight to the audience.

Extreme long shot Shows a large amount of the scene to establish the general location.		Medium shot Contains a view of a person from the waist up. It allows the audience to see the person's face and body language clearly.
Long shot This type of shot contains the entire scene; however, it gives the audience a more specific location of the action.		Medium close-up Includes the face and shoulders of a person. Allows the audience to see the person's emotions.
Full shot Shows the entire height of a person within the frame, allowing the audience to see the subject clearly.		Close-up A very intimate shot where the background is out of focus, allowing the audience to concentrate on the subject's face, emphasising their expressions.
Extreme close-up As the name suggests, it's a very specific part of a person's face. It's used to create an intense mood and draw attention to a specific part of the subject's face.		Over-the-shoulder This shot is usually used in conversations. It allows the audience to see the person's reaction and implies a close relationship between the subjects.
Point-of-view shot This shot aims to show the viewer the view of the character, used in order to make the audience feel as if they are part of the scene.		Aerial shot This refers to a shot from directly above, showing objects, cars and people below.

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Angles

The angle of the camera in relation to the subject can give additional emotional meaning. For example, it can impact how the people or scene are perceived to the audience.

Wide angle

This is a camera lens that encompasses a wide angle of view (usually greater than 55°) and a short focal length. It can be used to show a wide landscape and also physical distortion between objects, which is particularly relevant when close to the photographic subject.

Low angle

The opposite of a high-angle shot, the camera is low and shows the subject from below. It's used to make the subject appear powerful and domineering, as they fill the frame, creating the impression that the viewer is a helpless child looking up.

High angle

The camera is positioned up high and looks down at the subject. It has the effect of belittling the subject, making them appear as if they are a child looking up at an adult.

Canted angle

A canted shot is when the camera is tilted around its roll axis so that the horizon is at an angle with the bottom of the frame.

It aims to disorientate the viewer and portray emotional tension.

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Mise en Scène

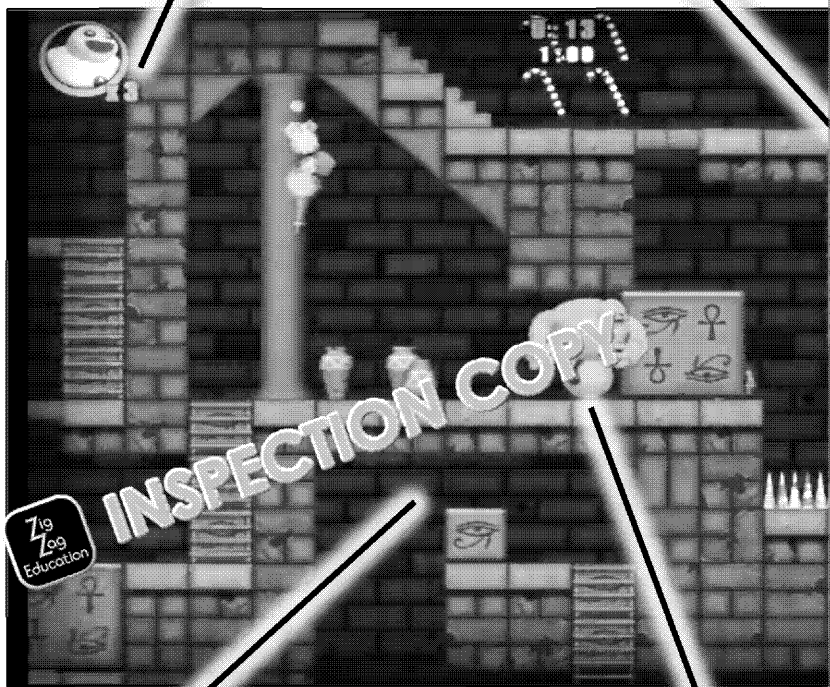
Mise en scène refers to the arrangement of people and objects within the frame. Associated with the analysis of audio-visual media, it is something worth considering. If you choose to produce a website you will be required to embed original images on your website, possibly both. Mise en scène is also an important consideration for the filmmaker. When it comes to shooting/constructing your images, you will have to think about: how people are wearing; at what angle people are facing; how people are moving; what objects surround them; are they holding; is the main point of emphasis on them or something else?

Text/Information

Any text-based information, e.g. health bars, is confined to the top section of the screen so as not to distract the player from the action.

Location

The bronze colour scheme, crumbling stone texture, burning torches and hieroglyphs connote an ancient tomb, possibly with sinister dangers. This contributes to the sense of the protagonist being out of his element.



The Last Snowman © Silen Games 2010

Landscape

The rigid path that the protagonist must follow is constructed using right angles. This simplifies the gameplay and emphasises the importance of puzzle solving and strategy over navigation.

Protagonist

The snowman is hunched over, making him a more sympathetic and compelling as a character who is lost. He also leans into the direction in which he's moving. This makes the path of gameplay clearer.

ACTIVITY 3.6

Observe the way in which a still from *The Last Snowman* has been used in terms of its mise en scène. Depending on the form of digital media you are exploring, take **either** a still from a video game **OR** an image from a website of your choice and annotate it in terms of the arrangement of people and objects within the frame.

While **mise en scène** has a strong association with film, it is also relevant if you are creating a website for a music video. Think about the way in which they are often positioned to draw the viewer's eye directly to them. Consider aspects such as the lighting, the environment reflected in the background, ideologies, as well

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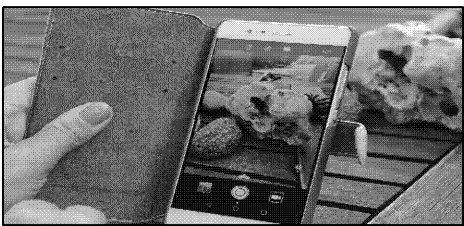
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Videos

Videos are also an important part of online, social and participatory media. As you need to include certain amounts of audio or audio-visual material. The following overview of the skills you'll need to record video and audio, such as camera operation without equipment, how to record clean audio and how to edit your footage together.

Five Tips for Shooting

	<p>If you are shooting scenes on a smartphone, the gridlines which display a visual template ensure that points of interest fit into the frame. This is likely to be more balanced and visually appealing.</p> <p>iPhone – Settings → Photos & Camera → Grid</p> <p>Samsung Galaxy – Camera → Settings → Grid</p>
	<p>Make sure you focus on your main subject. When you take a shot, tap the section of the screen you want to focus on. This will almost definitely be the character or object you want to highlight.</p>
	<p>Zooming in can spoil the shot. It is always better to shoot from a close range rather than zooming in from a distance. Zooming in from a distance can result in a loss of quality and a blurry image.</p>
	<p>Make sure you have something to rest your phone on. If you can use a tripod, there are still ways to stabilize your phone. You can use tables, walls, fences, even a large object. Without a supportive surface, a shaky shooting style or shake can be very distracting. At the same time, a shaky shooting style or shake can be very effective when shooting action sequences. However, it can be disorientated as the characters result in a shaky experience.</p>
	<p>Consider the limitations and embrace them. You need to make allowances for your phone's small screen and technical flourishes. However, shooting on a phone can allow for fluid camera movements and fast editing. It can be easier to film in confined spaces if necessary.</p> <p>Note: If you are planning to shoot audio-visual material for a project, you may want to consider downloading a professional app. These apps allow you to modify more settings, control the camera, etc. The app may not be free but it can be worth the investment.</p>



ACTIVITY 3.7

Take an hour or so to experiment with some of the above techniques on your camera. Once you have grown more confident with the various techniques, save three shots (relating to audio and video) that you are particularly proud of.

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Depth of Field

Within audio-visual production and photography 'depth of field' describes the area of the image that is in focus. A shallow depth of field is when only the subject is in focus, and the background is out of focus. This can be used to draw the attention of the audience to a specific object within the image. A deep depth of field is the opposite: when the entire image is in focus and clearly visible.

Look at the two images below.



Die Hard with a Vengeance © Cinergi Pictures, 1995

This shot from *Die Hard with a Vengeance* has a very shallow depth of field. The focus is on the appearance of the background to Bruce Willis' facial features. We, as an audience, are drawn into his situation. The shallow focus draws our attention to the dirt patches across his face, a sign of physical hardship throughout the course of the narrative. Because of the shallow field, the irrelevant background becomes a distraction.



Citizen Kane © Mercury Productions, 1941

On the contrary, this shot from *Citizen Kane* has a deep depth of field. Everything across the entire image is in focus. It is appropriate for this scene as the foreground and background are discussed. The boy playing outside in the background adds meaning to the scene, as it shows business prospects as well as the boy enthusiastically playing. This draws the audience to the focus of the story.

How to Practically Achieve Depth of Field

- Depth of field can also be used to represent emotion or feeling. For example, a shallow depth of field could be perceived as lonely and isolated; alternatively, a deep depth of field could also be used to represent the character as the centre of attention.
- On the other hand, a constant deep depth of field could be used to show the character in their surroundings.
- A 'racking focus' is a camera technique in which the image focus shifts from one object to another in the same shot. It's used to gradually change the attention of the audience.
- Depth of field is a particularly important consideration if you are planning to create music video segments for your website. This will make your audio-visual content more professional.



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An effective depth of field is usually achieved using a wide-aperture lens, as well as a close proximity to the subject. However, a shallow depth of field can still be achieved using a standard camera phone.

Achieving Shallow Focus	Achieving a Wide Aperture
<ul style="list-style-type: none"> Simply get as close as you can to the main subject of your shot. On account of new developments to contemporary android phones and tablets, filmmakers now have the capacity to clearly capture a subject from no more than a few centimetres away. This enables crisp, beautiful foregrounds with desired blurred backgrounds. Ensure that the main subject of your shot stands out against the background. Make sure that nothing near the foreground of the frame can distract the camera's focus. 	<ul style="list-style-type: none"> Ensure that the image is as bright as possible, and, by extension, the aperture is as wide as possible. Ensure that you are as close as possible to the main subject of the shot. The closer the subject is to the camera is, the more blurred the background will be. Try to shoot from an angle that places the subject in the image (less noticeable when the subject is in the foreground). If the subject is too far away, it is less likely to be in focus.

If you are keen to use a smartphone camera lens for your audio-visual project, you may find the following link to be useful: <https://www.geekyexplorer.com/smartphone-camera-lens-clip-review/>

Aperture: The depth of field in a particular shot depends heavily on **aperture**. Essentially, it is the size of the hole within a lens that allows light to travel into the camera. Think of it like the pupil of an eye, which can dilate or contract depending on how much light it is exposed to. The aperture is crucial as it can determine how dark your shot is (this is the **exposure**) and it can determine how sharp or blurry the image is. The aperture also determines how much of the shot's main subject are in focus (this is the **depth of field**).

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Lighting

Essentially there are two types of lighting: hard and soft. Think of the light cast from the sun and the shadows it creates. On a bright, sunny day the shadows are deep and clearly defined, due to the intensity of the sun; this is called hard lighting. On an overcast, cloudy day the sun produces more even light and the shadows have little definition and soft edges; this is called soft lighting.

Do I Really Need Lighting Equipment?

There are plenty of ways to light your audio-visual productions without any professional lighting equipment. Artists from all walks of audio-visual media have found cheap and creative ways to light their footage in a way which is visually pleasing and meaningful for the audience.

Three Point Lighting Set-up

If you light your main subject from three different directions (using professional film lights, lamps, torches, etc.) your subject will stand out from the background.

- One light (key light) should provide the majority of the light (be sure not to place the light too close to the camera as this will make the footage over-exposed).
- One (fill light) should light any shadows in the frame.
- One (back light) should be positioned behind the main subject in order to create a rim light and define the edges of the subject.

Natural Lighting

On certain occasions, natural lighting (from the sun, moon, street lamps, etc.) can make your footage more visually appealing. For example, if you are filming in a vast, open landscape (e.g. a field), you can use the natural light to your advantage. You can check how well the natural lighting can be captured by taking a test shot. You can then decide whether you need additional lights (if you want to achieve a surreal effect) or not. You can also provide shadows using the sunlight (if you find that your shots look over-exposed).

Sidelight

This refers to a source of light situated parallel, to the side of an actor. Sidelights are highly useful for creating visually dramatic mood lighting (they are often used to achieve chiaroscuro-style lighting) and are a fantastic way of revealing texture on an actor's face.

Practical Lighting

Don't be afraid to clearly insert sources of light into the frame (so long as they make sense within the story and location). Practical sources of light can range from everyday items such as lamps and torches to more specific items such as candles and glow sticks. Practical lighting is a technique used by amateur filmmakers and Hollywood directors alike as it can increase the depth of field in a scene and illuminate certain objects in a way that feels authentic.

Old film stock
respond to

Los Angeles has
of sunshine per
led it to be

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Sound Recording

Within moving image production there are two types of sound: **diegetic** and **non-diegetic**. Diegetic sound refers to sound whose source can be traced back to the scene; it's presented to the audience as being within the world of the production, although the source doesn't have to be on-screen. An example is background noise of traffic in a scene within a car.

On the other hand, the sources of non-diegetic sounds are not visibly coming from within the scene or it is implied that they are. For example, a narrator or background music are non-diegetic effects that are added to a scene for dramatic effect.

Key terms:

- ✓ **Diegetic** sound is sound that originates from within the scene.
- ✓ **Non-diegetic** sound is sound that is not perceived as originating from within the scene.

Microphone (mic)	Description
Shotgun	<p>The most common mic used in the recording of audio-visual productions. Due to their long, hollow design shotgun mics pick up both specific sound and surrounding, ambient noise. Therefore, if you are attempting to record sound from a specific source (e.g. dialogue), it is recommended you point the mic directly towards that source.</p> <p>If you are using a shotgun mic to record dialogue, it is also a good idea to have lavalier mics (see below) on set so the dialogue can be emphasised over the surrounding noise.</p> <p>Note: most filmmakers will place a fuzzy fabric called a windmuff over their shotgun mic. This acts as an absorbent of the unwanted sounds the wind provides.</p>
Lavalier	<p>Also known as a lapel mic or clip-on mic, these are the tiny microphones you see attached to news readers, interviewees, theatre performers and public speakers. They are less common in fictional television and music videos as they spoil the illusion of drama.</p> <p>However, they can be used on rare occasions to increase the volume of character dialogue (if they are well hidden enough!).</p>
Handheld/ portable digital audio recorders	<p>It is more than likely that you will use a handheld digital recording device for your NEA project as they allow you to record on location using built-in microphones. Most handheld recorders capture audio in stereophonic sound which gives depth and spatial placement; this is achieved through the use of the two microphones located in an X/Y or coincidental position.</p> <p>This technique is where two unidirectional (working in the same direction) microphones are placed at an angle as close as possible to each other without touching. The sounds recorded on this device should be synched up with the video footage with the help of a clapperboard.</p>
Radio	<p>A radio microphone is a microphone that is bi-directional, meaning it picks up sound from either side.</p> <p>In circumstances such as a two-person conversation for a podcast, this would be ideal.</p>

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Start and Stop Times

When recording audio it is good practice to have an appropriate signal that notifies members when the audio has started and stopped recording. This helps to safeguard against interference that could occur.

Within film production the audio and video tracks can be recorded separately. In order to help the editor synchronise both tracks, a clapperboard is used. The **clapperboard** shows the elapsed time within the video track and, as it's closed, there is a loud noise that appears as a spike in the resultant audio waveform. The editor can then easily align this spike in the waveform with the accompanying video by seeing the point at which the clapper is shut.

Sound Log



A sound log is a report that's used within film production to record the timings and duration of any audio tracks that have been recorded. By recording the scene and audio file number it will help you in the editing process to easily identify the audio specific video take.

An example of a sound log is shown below:

Sound Log				
Production title: The Hidden Girl				
Date: 25/10/18				
File name	Scene	Take	Duration	
Track15	3	5	00:11:45	Aakif

ACTIVITY 3.8

Use the space below to reflect on what you have learnt so far from the production and list the key production skills that you have learnt that you intend to use in your production.



	Production skill	How you will use it
1		
2		
3		



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Mounts

A microphone mount refers to the method by which the microphone is attached to the sound.

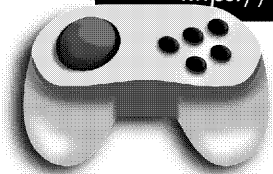
Mount	Description
Stand	<p>A microphone stand is a free-standing frame that allows the microphone to be positioned without the need for it to be held by a person.</p> <p>There are a number of different microphone stands available for a variety of circumstances. For example, a desktop stand for use in a seated position and a boom stand which is used for extreme heights and angles.</p>
Rifle	<p>A rifle mount allows a microphone to be mounted directly onto a camera, eliminating the need for it to be held. It also holds the advantage of having the sound directed towards the action being filmed.</p>
Boom	<p>A boom is an extendable pole and mount that allows the user to lift the microphone to their desired height.</p> <p>It's commonly used within video filming to gain closer access to the sound source, audio, and positioned at a height that obscures it from view within the camera's framing.</p>
Clip	<p>A clip does exactly what the name suggests - it clips the microphone to an article of clothing or object closer to the source of the sound. It's commonly used with lavalier microphones to allow hands-free operation.</p>



If you choose to produce an original video game, you have the opportunity to create your own original soundtrack. This will significantly contribute to the tone and genre of your game, as well as the narrative. For example, the music might be jolly and upbeat as the audience plays but when the player loses, the music may reduce in pitch and tempo as a way of highlighting the loss.

For more detailed information on video game soundtracks, you can visit the following website:

https://www.bbc.co.uk/news/resources/idt-sh/top_scores_video_games_soundtracks



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Editing

Editing describes the process of manipulating and arranging video clips into a final sequence. It is to remove any unwanted footage, select the best footage and create flow and continuity. This essential process is also an opportunity to influence how the audience will interpret the video.

Transitions

A transition moves one shot to the next. Transitions are necessary to move the audience from one scene to another, direct the audience and provide a multi-dimensional insight into the world of the video.

Below are some common transitions:

Type of Transition	Description
 Cut	A simple cut is just an instant change from one shot to the next at an appropriate time, when there is a need to force the attention to something important.
J-cut	A J-cut is when the audio from one track precedes the video. Imagine a scene showing the front of a house; however, before the camera frame inside, you begin hearing the dialogue going on inside.
L-cut	This is when the video clip cuts to another, but the accompanying audio continues. This method is useful when showing a conversation, as it allows reactions and facial expressions of the participants during the transition.
Cross-dissolve	This transition is when one clip gradually fades into the next, indicating a change of location or to indicate the passage of time between two scenes.
Fade in/out	The scene fades in/out to white/black. A fade to black is used to end a scene. A fade to white is used to show someone passing on to the afterlife.
Wipe	A wipe is when one shot is gradually pushed off-screen or replaced by another. It can be used to indicate a change in location.

Rhythm

Within editing, rhythm describes the pace of the video and the duration of each shot. The content of the video with a large number of very short clips can create a feeling of fast-paced action for the audience. This is particularly evident when it's synchronised with a fast-paced soundtrack.

Post-production

Post-production describes a number of activities that happen after the initial filming of the video, including the editing process.







Rough Cut

After preparing and organising all the footage and files in your video editor of choice, the next stage is to compile and edit a first draft using the storyboard and screenplay as a guide to the order of the clips and sound.

The image icons of the tools listed overleaf are from *Adobe Premiere Pro*; however, all video editors will feature similar tools with similar icons and functionality.

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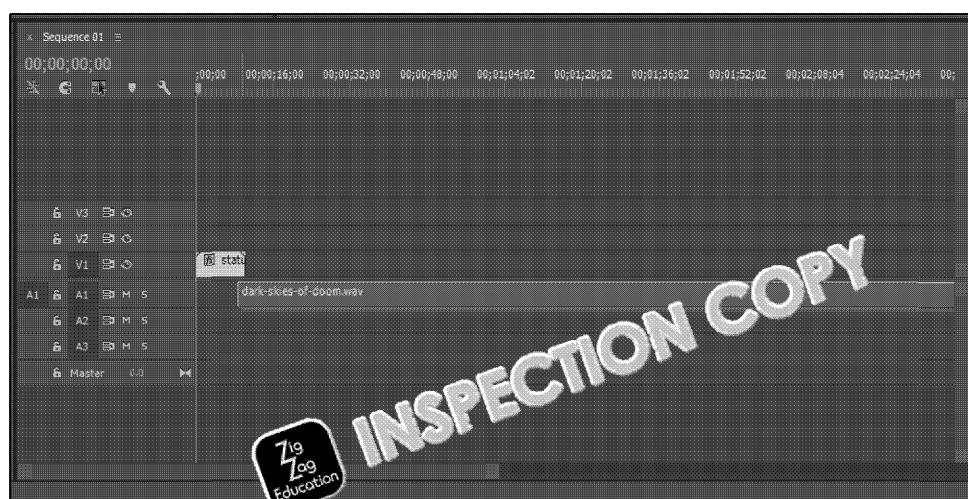
Tool name	Description
 Selection tool	This tool is used to select and move clips within the timeline.
 Ripple Edit tool	Using this tool allows you to adjust the edit point of a clip within the timeline; adjacent clips shift in the relevant direction.
 Rolling Edit tool	Moves the edit points of a clip in the timeline while simultaneously extending or shortening adjacent clips.
 Razor tool	Splits a clip along the timeline into two; the split is made at the click point.
 Slip tool	The Slip tool scrolls through the footage in a clip. The in and out points of the clip change while the clip duration remains the same.
 Slide tool	When selected, moving a clip left or right within the timeline adjusts the position of adjacent clips.

Within Adobe Premiere Pro, video clips are imported from the operating system file explorer panel; then, using the selection tool, they're simply dragged onto the timeline where video clips are placed in chronological order.

The images below show details of working within video editing software:



Video and audio clips are imported into a project. This is the media bin where you store assets you might want to use in your production.



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Rough-cut Review

When watching and reviewing the first draft of your video there are a number of things to be examined; this is so that any unplanned **pickup shots** can be filmed before the final cut. A pickup shot describes a small, minor shot filmed in post-production to fix any continuity errors. It provides the opportunity to gain feedback on both the edit and footage which can lead to reflection and improvement.

Take note of:

- **Audio quality and levels** – Is the audio too loud or quiet? Audio levels should be consistent. Is any of the audio sound distorted or lacking in quality? (*This will be a case of an amplifier is pushed beyond its capability.*) Is there any interference, such as whistling or background noise?
- **Video quality** – Is the footage the correct size and aspect ratio? Do the shots match the storyboard?
- **Video colour** – Do the colours look right? Is the footage correctly white-balanced?
- **The edit** – How good is the video edit? Are there any gaps? Do all the transitions work? Is the video easy to watch?
- **Special effects** – If there are special effects, are they effective? Is there any video that needs to be improved?

Final-cut

After noting down any changes and feedback from the first draft, the next stage is to film any pickup shots that are needed. These shots should be added to the video alongside the original footage. Any changes noted down from the rough-cut review should be implemented.

Before adding any additional sound, such as sound effects, the video layers should be checked for any unintended changes while navigating the timeline.

Render/Export File

When the edit is completed, the only remaining step is to export it as a video file. The final video to be viewed upon will play an important role in the export settings that are used. The final video should be submitted on disc, a memory stick, or as an e-portfolio in the format required.



The example (1) shows some of the formats available for exporting video from Adobe Premiere.



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Building Your Website

Hyperlinks

As part of your NEA project, you may need to include a working link from your home page.

A hyperlink is simply a link on a web page which takes the user to another web page. Web pages contain dozens of hyperlinks, each sending out to some related content. When you click on a hyperlink, your mouse pointer will change to a pointing finger.

Hyperlinks normally appear as images or as underlined text. However, hyperlinks can also be used in dropdown menus, digital menu bars, or tiny animated movies or advertisements.

Hyperlinks can be made manually by adjusting the website's HTML (see p. 54) code. However, website editors, such as Wix.com or Tumblr, let you make a hyperlink easily using built-in tools. Examples of hyperlink use are listed below:

Genre of Website	Importance and Function of Hyperlinks
Magazine Website	Producers of magazine websites tend to make hyperlinks a key way to print magazines. Images and headings attract the audience with content. In the same way you can use a magazine to solve these enigma codes, you can use hyperlinks on a website.
Band/Artist Promotional Site	Successful promotional sites will allow a huge depth of content. They will often use these sites to book tickets to live performances, music and watch music videos. This content is not just for the website's use of hyperlinks.
Television Promotional Site	Television promotional sites will need to contain a huge amount of content. Sometimes even links to entire episodes. Thumbnails are embedded with hyperlinks in order to make content accessible.

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HTML Top Tips

HTML is computer coding used to define the content and layout of a web page. You may or may not be using HTML to create your web page for your NEA project. For instance, you may be using a web page building site such as wix.com, which makes this process a lot easier and means that you may not need to use HTML at all. However, if you are using HTML, here are some handy tips to get you started.

For more details on HTML, here is a link: <https://www.w3schools.com/html/>

HTML consists of a number of *tags* – which are short codes or words that are inserted into the code between brackets (e.g. <... >) to tell the computer to make the text bold, or insert an image, and denotes the beginning (e.g. <p>) and the other tag is 'closed' (e.g. </p>).

These tags are not displayed to the end user, they are interpreted by the browser and they're displayed as they're displayed. For example:

This text is normal
This text is bold
This text is italic



This text is normal
This text is bold
This text is italic

There are a number of basic tags that must be assigned to all web pages:

The <html> tags define the start and end of the web page.

<html>
<head>
</head>
<body>
</body>
</html>

<p> and </p> define a paragraph:

<p>This is a paragraph</p>

This is a paragraph

Headings are defined at different numbers which allows for individual styling:

<h1>This is a Level 1 Heading</h1>
<h2>This is a Level 2 Heading</h2>
<h3>This is a Level 3 Heading</h3>

This is a Level 1 Heading
This is a Level 2 Heading
This is a Level 3 Heading

Hyperlinks

An <a> tag is used to denote a hyperlink and first contains the URL of the link and is 'hidden' behind.

Search on Google



[Search on Google!](http://www.google.com)

Images/Videos

In HTML, images are defined with the tag and videos are defined with the <video> tag. For example, if you have a file called sportsman.jpg, you can embed the image like so. Likewise, if your video is called sportsman.mp4, you can embed the video like so.

<video src='sportsman.mp4'>

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Web Page Hosting Sites

Wix.com

Wix allows you to build professional-looking websites for free. It is easy to use, with drag and drop features (no HTML coding is required). Here are a few of our top tips:

1. The 'Page Background' tab allows you to change the colour of the background and enables you to add an image or video as your background. As you know by now, you can use images as part of your website design, so you should upload your original images rather than choose from their stock of existing images.
2. Use the 'Preview' button in the top right-hand corner of the site to preview your website as you may have it.
3. Changing text on wix.com is also very easy. It works very much like Microsoft Word, where text is placed in a text box and can be edited by double-clicking on 'Edit Text'. From here, you can edit the font, font size, whether the text is bold, and add text effects.
4. Just like other programs such as Word, you can move and resize text boxes by clicking on the points on the selected text box.
5. You can also group items together so that multiple text boxes, or images move together. Use Ctrl + click to select multiple items, and then select the 'Group Elements' button. This is quick and easy to change the layout of your page.
6. Just like PowerPoint, Wix allows you to animate elements of your web page, such as text or images to fade-in. Use the 'Animate' button to the right.
7. Delete elements by clicking on text or images and pressing the Delete button.
8. Insert text boxes, images, photo galleries, buttons, videos, music, etc. by clicking on the 'Add' button, as pictured to the right.
9. Use the autoplay option found in the settings for videos, photo galleries and audio content when the website page is loaded.
10. You can manage all of your pages on your website from the 'Pages' menu.

WordPress

WordPress is much like Wix.com and is a free online website creation tool. Here are some tips for using WordPress:

1. When you log into Word Press, the dashboard is the first thing that you will see. This is the command centre for your website. Use the WordPress dashboard to edit your website.
2. Use the 'Appearance' tab on the dashboard to edit the appearance of your website, including headers and the background.
3. Themes are a bit like templates. You can choose from and install lots of themes for WordPress, or upload your own theme. Click 'Activate' to activate the theme.
4. Use the 'Media' tab on the dashboard to collect images, videos, audio files, etc. You can also upload your own original images or videos here.
5. You can also manage different pages of your website from the dashboard, by clicking on the 'Pages' tab. You can edit, view and delete pages from here.
6. To edit individual pages on your website, select 'Pages' from the dashboard and click on the page that you wish to edit, then click on the 'Edit' option that appears.
7. The 'Edit Page' option allows you to edit the main content of the page, such as text, images, etc. including fonts, underlining, bold, italics, etc. Editing the text of the web page is very easy and contains many of the same functions.

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8. From the 'Edit Page' option, you can also add media such as images, videos, or a button. First, place your cursor exactly where you want the media to appear in the 'Media'. Check the settings of the image before uploading it. In the settings panel on the page, change the size, add a caption for the image, or even make the image link to a page.
9. Hover over your site name at the top left-hand corner of the page and select 'More'. Alternatively, have two tabs open in your Internet explorer: one for WordPress (your website using the dashboard), and the other for your live website, so that you can compare the website easily and quickly.
10. The 'Posts' tab on the dashboard contains all posts to blog posts, which you are unlikely to use.

Testing the Functionality of the Completed Website

It is important to test your website to make sure that everything works correctly and that the content is displayed correctly.

Listed below are some basic guidelines and questions for testing the functionality of your website.

Basic functionality

- Look at each page. Is the content positioned correctly? Does resizing the window affect the content placement?
- Are the structure and composition of the website clear?
- Check the content of each page against the brief – is anything missing or missing?
- Are all the content file sizes appropriate? Does all content load in a suitable time?

Navigation

- Check that every link on every page of your website points to the correct place.
 - Check that the navigation/menu bar appears on every page, and that it remains consistent.
- Consistent navigation is important for a good user experience.

Browser and platform compatibility

- Check the website on the main browsers (Chrome, Microsoft Edge, Safari and Firefox) to ensure the site is accessible for all users.
- The site should also be opened and tested on other platforms such as smartphones and tablets.

Display

- Has all content displayed correctly? Are all photos and videos displaying at the correct size?
- Are the chosen font, size and colours clear and easily readable?
- Is the colour scheme visually acceptable? Is the structure clear?
- Can the content be seen on a range of screen types (LCD, CRT, 16:9, 4:3)?

Accessibility

- Has everything been done to ensure the site is accessible to all, e.g. text size, contrast, keyboard navigation, screen reader compatibility?

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VIDEO GAME TOP TIPS

In terms of the design software chosen by MIT may be an application you are familiar with from IT lessons.

You may be asked to create introduction clips for your games. Certain engines allow you to do this. Ensure that the design software you use at least allows you to combine various graphical elements. This will ensure that you can make original choices in your choice of media language and representation.

Certain software packages may not allow you to import design elements into the template. Therefore, you will need to customise the existing character, background and prop designs as much as possible (*i.e. you will be able to change colour, body shape, background texture, etc.*).



Avoid using the existing designs provided for you by whichever game-making software you opt for. You are required to create your own characters, backgrounds, items and iconography. These can then be embedded into the templates you are working with.

Suggested

Most of the built-in assets are your skill



Online Safety

This particular NEA brief will require you to spend a significant proportion of your time on the Internet, and to visit a range of websites. Here are a few quick tips for staying safe online:

While working on your project, avoid using public Wi-Fi networks as these can be more easily accessed by cyber-criminals than private connections. If you are unsure about the connection you are using, discuss this with your teacher



Look out for **scams** also. Some websites will ask you to enter personal information. Scams are **not** exclusive to the **dark web**. Certain supposedly 'legitimate' websites can trick you into paying monthly subscription fees without providing you with sufficient information beforehand. Be particularly cautious on gaming websites. Boxes that pop-up offering opportunities and prizes such as a 'free PS4' will require you to enter personal information. **Never** share your home address, mobile number, bank details or any other personal details with a site you are not familiar with.

Beware of **pop-ups** these are not so useful as they seem. These will often block your access, blocking your way to the website. Pop-up adverts will often lead to other websites.

Uploading or downloading files without permission is against the rules. (These sites will often ask you to upload or download files.)

Be sure that the information you are reading and using online is accurate. There is a lot of information on the Internet, but not all of it will be accurate or indeed up to date, so be sure to check the date of the information.

1. If you come across a useful source, try to find out who the original author is, as well as who has written the version you are using.
2. If you are researching a particular news story or subject matter, try to use at least three different authors. This way you can identify whether the information you are using is accurate and up to date.
3. If you are unsure as to whether a piece of information you read is correct, rely on your own knowledge, friends, family and teachers and the knowledge of books to ensure the information is accurate.
4. Always check the date of the resource! You do not want to be using information that is out of date.

It is highly recommended that you complete this online survey to test your knowledge of internet safety: <https://www.internetmatters.org/advice/1>



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Glossary of Terms

Above the Fold	Refers to content on a website the audience can see without scrolling
Alignment	Describes the way in which elements are organised and displayed
Analogous Colours	A triplet of colours that sit next to each other on a 12-part colour wheel
Antagonist	A character in a story who opposes the protagonist and causes disruption
Aperture	The hole within a lens that allows light to travel into the camera. It controls the brightness and the depth of field of a shot.
Background	The visual backdrop to a web page which hints at the theme. It is a hugely important aspect of establishing the tone and genre. Backgrounds should immerse audiences into the world of the story for pleasure.
Banner Advert	Delivered by an advertising server, these are designed to attract and encourage them to visit the advertiser's web page using brand language
Character Bio	A short section of text explaining the history, personality, etc. of a television character. The bio might also include the actor's name
Circulation	Refers to the number of people who exchange money for a newspaper or magazine. Subscribers or one-off buyers add to the circulation
Clapperboard	A tool which makes a clear sound to help synchronise audio and video
Comment Thread	Certain media websites, particularly those in the vlogger, news or entertainment categories, allow audiences to comment on articles
Complementary Colours	Two colours that sit on the opposite sides of the colour wheel
Construction Game	A genre of game which allows the player to build, grow and manage a city or community
Cover Photo	Landscape pictures situated at the top of a web page, used to represent a brand and house style
Depth of Field	Describes the amount of the shot that is in focus – you can have a shallow or a deep depth of field
Diegetic Sound	Sound in audio-visual media which has not been added in post-production. The sound is either visible or acknowledged within the fictional world
Discography	A list of recordings and releases by a particular musician, band or group
Fighting Game	A genre of game in which the player is progression and achievement based on their ability to fight various opponents in close combat. This includes combo moves, blocking techniques and counter-attacks, etc.
Functions	Not to be confused with actions, this term describes the actions that a player must complete to succeed at the game
Genre	The style or category of an art or media product
Hamburger Menu	Describes an alternative form of navigation menu that is commonly used on mobile devices. When the audience clicks on this box, a large vertical navigation menu is displayed over the home page.

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Home Page	The main (and usually first) page audiences see when they visit a website. It is traditionally used to enable audiences to easily access specific content.
House Style	This allows businesses/producers to maintain a consistent presentation across all forms of written communication. Elements such as colour, font, stylisation and size.
HTML	Computer coding used to define the content and layout of a website.
Hyperlink	A link on a web page which takes the user to another web page.
Instruction Boxes	In certain games, instruction boxes require puzzle solving and complex logic. They often appear on the screen providing hints or instructions for the player.
Interactive Media	Media which is influenced by the actions of the user and which can in turn influence the content they view.
Jump-cuts	One of the most common editing techniques found in YouTube videos. It often cuts between shots with almost identical framing and content to maintain a certain level of energy. While this is often jarring, it has become an accepted convention of this particular genre.
Justifying	The process of adjusting the space between words so it aligns with the right margin of a column.
Logo	A graphic symbol or design which represents the identity of a brand or company.
Masthead	The title of a magazine publication, designed and displayed prominently at the top of each issue.
Menu Bar	A long, thin section of text, usually situated towards the top of a website, containing usable links to categorise the different sections of the web page.
Merchandise	In the context of websites, merchandise refers to products or services offered to audiences visiting the page.
Mise en scene	A term often associated with film studies. The arrangement of objects and people within the frame of a camera shot.
Navigation Tabs	Panels which help to clearly structure a website and provide a means of moving between focusable sub-sections of a website.
Non-diegetic Sound	Sound in audio-visual media which has been added in post-production. Characters within the fictional story are not aware of these sounds.
PEGI	Stands for Pan European Game Information – the organisation that provides (on a number of content indicators) the age rating a game is suitable for across European countries.
Platform Game	A genre of game in which the player must navigate the platformer landscape by climbing, jumping and avoiding falling. Platform games often feature obstacles.
Plug	Used mainly on magazine websites, plugs often appear in the form of a banner and use attractive visuals and persuasive language to encourage users to subscribe to the magazine.
Pop-up Adverts	Unlike the banner advert which is embedded into a website, a pop-up advert is an external user and appears in front of the page audience.
Power Ups	A reward the player receives if they achieve a certain status or goal. The reward usually comes in the form of a new costume, power-up or ability.

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Promotional Blurb	A piece of text, usually situated on the home page of a website, which provides information about the site's main product or subject matter.
Protagonist	The central character of a story. In video games, the audience follows this character in order to progress through the narrative.
Public Service Broadcaster	A media broadcaster whose primary obligation is to the public, and, in turn, the broadcaster is perceived to be owned and run by the state or on behalf of the public.
Puzzle Game	A genre of game which tests the player's ability to problem-solve using visual puzzle or trivia questions.
Racing Game	A genre of game in which the player is made to compete against opponents or time using some form of vehicle or means of transport.
Readership	Often significantly larger than circulation because not everyone who buys a magazine has bought it. People picking up the magazine in a waiting queue are contributing to the readership.
Recce	The process of visiting a filming location prior to shooting a scene.
Register	The manner in which a media product communicates with its audience.
Rhythm Game	A genre of game which challenges the player's sense of rhythm and timing through various activities from dancing to hand-eye coordination.
RPG	Stands for role-playing game – allows the player to navigate through a vast landscape (usually a fantastical or futuristic world) using their character's skills and experience.
Rule of Odds	Suggests that images should be in more balance and visual appeal by having an odd number of elements.
Scams	Illegal means of stealing or acquiring people's private data and opportunities online.
Sell-line	A short phrase usually located next to a masthead, designed to make a magazine stand out among its competition.
Shooter Game	A genre of game in which the player must use a range of weapons to defeat enemies. The majority of shooter games are constructed from the first-person perspective, allowing for optimum vision.
Social Media Icons	Small, hyperlinked images which allow audiences to access the social media pages of a particular producer or product.
Stealth Game	A genre of game in which the player must navigate a challenging environment in order to achieve a specific goal (e.g. <i>uncovering an artefact</i>) without drawing the attention of an enemy or opponent.
Streaming	The process of consuming digital visual media directly from the internet, such as listening to music or watching a film.
Stylisation	The creative aspects of typography used to add further interest and make visually appealing for audiences.
Sub-genre	A way of categorising genres in more detail. Niche genre created by a combination of two genres, e.g. <i>teen soap opera</i> , <i>rock musical</i> .
Subscription	An on-going payment made by a customer in exchange for a service or product.

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Survival Game	A genre of game in which the player is challenged to keep possible against various opponents
Thumbnail Image	Found particularly on television promotional websites. Taken from television episodes and images of key characters.
Tone	Characterised by the choice of words, style of vocabulary, way in which a media product conveys attitudes or ideas
Trophies	Items the player can collect during gameplay which can be prizes, special features or advancements to later levels
Typography	The style of font on a website. This brands the product/subject, genre and establishes a house style which is pleasing to the eye
URL	The address which can be used to quickly access an Internet site
Uses and Gratifications	Elihu Katz's theory which explores the functions of media and how audiences continue to engage with them
White Space	A term used to refer to the empty space between text and images



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Further Reading

Website Theory

- <https://www.bbc.com/bitesize/guides/z3gmv/revision/1> – GCSE Bitesize
- <https://www.slideshare.net/johnp73/website-codes-and-conventions-42> – Website Codes and Conventions, John DF
- <https://prizi.com/whiwhi/website-codes-and-conventions/> – Website Codes and Conventions, Prizi
- <https://www.zigzag.htc.ca/2013/09/03/web-design-conventions/> – 7 Web Design Conventions, The HTC Team
- <https://www.smashingmagazine.com/2008/11/strategic-design-6-steps-for-building-successful-websites/> – Strategic Design: 6 Steps for Building Successful Websites, Dmitry Fadeyev
- https://www.youtube.com/watch?v=OP9_x1-Cjq4 – 5 Simple Tips on Persuasive Websites, Magda Kwiatkowska, Mindvalley Insights, 2013
- <https://www.youtube.com/watch?v=j2G1UpRiPY> – 5 Website Design Hints for Beginners, Real Website Hints, 2017
- <https://www.vandelaydesign.com/best-band-websites/> – 25 of the Best Websites, Steven Snell
- <https://audiotheme.com/blog/10-elements-music-website-must-have/> – 10 Elements a Music Website Must Have, Audio theme, Anna Ditommase
- <https://tagdiv.com/create-successful-magazine-website-wordpress/> – How to Create a Magazine Website with WordPress, Aigars Silkalns
- <https://www.elegantthemes.com/blog/tips-tricks/10-tips-for-improving-your-web-design-craft> – 10 Tips for Improving your editorial and magazine web design, Elegant Themes
- <https://www.vultureharbour.com/ultimate-guide-marketing-films-tv-shows/> – Marketing Strategies for Your Film or TV Show, Marcus Taylor

Video Game Theory

- <https://www.bbc.com/teach/class-clips-video/coding-and-games-design/> – Coding and Games Design
- https://www.youtube.com/watch?v=VSf_PfWbKR0 – The Top 8 RPG Maker Games, YouTube
- https://www.youtube.com/watch?v=5x4Q_SOLN28 – VIDEO – 7 Game Design Tips, YouTube
- <https://www.youtube.com/watch?v=Nz0l8naUgYo> – VIDEO – 8 Awesome GameMaker [2018] Projects, YouTube
- <https://www.independent.co.uk/life-style/gadgets-and-tech/gaming/best-free-iphone-apps-2018-app-store-apps-angry-birds-fallout-candy-crush-a6715271.html> – 15 Best Free iPhone Apps, The Independent
- <https://www.wikihow.com/Design-a-Video-Game> – How to Design a Video Game, WikiHow

Useful Knowledge

- <https://www.netmatters.org/advice/14plus/resources/> – Useful resources, Netmatters
- https://en.wikipedia.org/wiki/Category:Television_websites – Wikipedia page for Television websites (General Information)

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Social and Participatory Media Theory

- <http://mediakix.com/2017/10/most-popular-types-of-youtubers/#gs.a7bqcg> of YouTubers
- https://www.youtube.com/watch?v=IF38w_Mp-5w – VIDEO – Top 10 Best YouTubers
- https://www.youtube.com/watch?v=hwONmhK_pYQ – VIDEO – How to start a YouTube channel from zero – 7 Tips
- <https://digitalmarketinginstitute.com/en-gb/blog/10-ways-small-businesses-improve-social-media-presence/> – 10 ways small businesses can improve their social media presence
- <https://sproutsocial.com/insights/building-social-media-presence/> – 15 tips to build your social media presence
- <https://thebroadcasthost.com/planning/how-to-start-a-podcast/> – How to start a podcast – step by step

Websites – Practical Skills

- **Book** – *Learning Web Design*, Jennifer Niederst Robbins (2007)
- <https://www.youtube.com/watch?v=2cbvZf1jIJM> – How to Make a WordPress Website – Steps, Tyler Moore (2018)
- <https://www.youtube.com/watch?v=2cbvZf1jIJM> – WordPress 101: Create a Website – Alessandro Castellani, 2015
- https://www.youtube.com/watch?v=aa6JS_8QtNI – WIX Website Tutorial, How to Create a Website on Wix, A Complete Tutorial for Wix Websites 2018, Profile Tree, 2017
- <https://www.youtube.com/watch?v=itvFwhzdvlw> – How to Make a WordPress Website – Responsive Web Design Web Development Tutorial – Video, 2017 (Start Video)
- <https://www.typewolf.com/recommendations/> – Typewolf, What's Trending in Typography
- <https://www.canva.com/learn/minimalist-font/> – 60 Free Fonts for Minimalist Design
- <https://www.canva.com/learn/headline-font/> – 50 Free Headline Fonts Built for Engagement
- <https://www.canva.com/learn/calligraphy-fonts/> – 60 Free Calligraphy fonts for your design
- <https://www.canva.com/learn/stylish-fonts/> – 50 Free stylish fonts to bring a modern look to your design

Video Games – Practical Skills

- <https://www.digitaltrends.com/gaming/how-to-make-a-video-game/> – VIDEO – How to make a video game (experience not required)
- <https://www.youtube.com/watch?v=9xGU0Cqv-J4> – VIDEO – Make games with Scratch and Game engines!
- https://www.youtube.com/watch?v=qsU4nM0L_n0 – VIDEO – MAKE GAMES with Game Kit
- <https://www.youtube.com/watch?v=llKaB1e7t7c> – VIDEO – How to make a video game (E01)
- <https://www.youtube.com/watch?v=NXbMdu348> – VIDEO – GameMaker Studio Tutorial (Part 1: Basics)
- <https://www.youtube.com/watch?v=Y6l02DcpSR4> – VIDEO – GameMaker Studio Tutorial (Part 2: Animated Player)
- <https://www.youtube.com/watch?v=IR9y6vco-VQ> – VIDEO – RPG Maker MV Tutorial – How to make a Map!

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Indicative Content

Activity 1.1

Genre	Defining Qualities
Television	Viewer's Guide, Facebook Page, Meet the
Vlogger	Contact Page, Online Store, Blogs and Bio
Newspaper	Comment Threads, Political Bias, Links to D
Promotional Music	Discography, Concert Dates, Links to Str
Podcast	Link to Live Streaming, Incorporated Audio, B
Production Company	Production Company Logo, Traile
Magazine	Masthead, Plugs, Links to Print Sub
Video Game	Links to Digital Store, PEGI Rating, Mer

Activity 1.2

Genre	Notable Examples
Platform	<i>Donkey Kong, Dustforce, Super M</i>
Racing	<i>F1 2018, Need for Speed, Go Kart</i>
Stealth	<i>Assassin's Creed, Hitman: Absolutio</i>
Rhythm	<i>Rock Band, DJ Hero, Beat Sa</i>
Survival	<i>Slender Man, DayZ, Fortnig</i>
Puzzle	<i>Tetris, Candy Crush Saga, Brai</i>
Shooter	<i>Call of Duty, Grand Theft Auto, Pair</i>
Construction	<i>Planet Coaster, Minecraft, Sir</i>
Fighting	<i>Dragon Ball FighterZ, Mortal Komb</i>
Role-playing	<i>Fable, Fallout, Runescape</i>

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Activity 2.1

a)–c) The content below is indicative and by no means exhaustive. Students should be awarded for a

Menu bar: The hyperlinked sections of the menu all relate to the topics of appearance and body image. 'Get your summer body' and 'weight loss' collectively promote the idea that men should be slim, toned and muscular. The sections 'workouts' and 'fitness' imply that action is needed to achieve these goals.

Headings: Re gives a clear, headings and alliteration s increasing th

The Daily Upgrade TUESDAY 11.12.18

GET BACK IN SHAPE
Men's Health
8-PACK ABS!
100% BODY FAT
27

FITNESS
JASON MOMOA SHARED HIS TRAINING SECRETS WITH US
Aquaman's workout secrets, plus five other reasons, make our new issue unmissable

MUSCLE
10 BEST CHEST EXERCISES
Build bigger pecs with our ultimate guide

EDITOR'S PICKS

01
WATCH: BRITAIN'S STEROID EPIDEMIC

03
PRIMAL 9, THE WORLD'S FASTEST TRANSFORMATION PROGRAMME, HAS LANDED!

10 BEST CHEST EXERCISES
Build bigger pecs with our ultimate guide
By Ed Cooper Posted on July

STYLING & GROOMING

NUTRITION

Content of images: Men are generally assumed to have a greater interest in gadgets, objects, and technology in comparison to women. The images include a variety of back packs, weight bags and laptop screens playing on the idea that men like to engage with gadgets, reduce stress by engaging with inanimate objects and feel powerful. Furthermore, the images feature men in active positions, empowering the target audience.

...ed chest? Check. A bigger pecs... check, check.
(Related: Add... to your...
Not only does a bigger chest... hard work — it has myriad...
Benefits of a bigger chest
When paired with a stronger... encourage you to have better... adding height to your chest... (obviously) make you more... as well...

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d) *The content below is indicative and by no means exhaustive. Students should be able to make well-argued points.*

- Introduce a colour scheme which transcends ideals of strength, masculinity (warmth, excitement, joy), yellow (sunshine, confidence, energy)
- Feature models that don't adhere to a muscular ideal of masculinity, e.g. models
- Minimise the focus on gym workouts and building muscles, introduce other non-contact sports, cooking healthy food, etc.
- Minimise the focus on tools and gadgets, maximise the focus on people
- Infuse ideas such as mental health and emotional vulnerability among young readers don't have to conform to the standards set out by the featured models

Activity



The content below is indicative and by no means exhaustive. Students should be able to make well-argued points.

Language

- **Colour scheme:** The vast amount of orange connotes a sense of energy and passion and bravery children need to overcome bullying.
- **Planting seeds of safety:** Alliteration of 's' sounds help the organisation's slogan reach the audience. The image of planting seeds provides an effective metaphor as the organisation are encouraged to grow and blossom into confident individuals.
- **Linked pages:** Several are fairly specific to charity pages: 'Donate Now' and 'Sign Up' imperatives to encourage the audience to engage with the charity.
- **Mode of address:** The page's main image features a young girl framed in a camera with her hands on her hips. She looks confident and fulfilled implying that with the charity can attain the same level of confidence.
- **Community:** Facebook groups include information about the number of people who have joined. They are also encouraged to invite their friends to like the page.

Representation

- The children in the main images for the events are represented as powerful and confident towards the camera and are posing in a way that makes them appear strong.
- The images contain boys and girls acknowledging the fact that both genders experience bullying and neglect. There is also the acknowledgement that both genders can learn sports like self-defence to overcome these anxieties.
- There is ethnic diversity across all images. This implies that the troubles faced by everyone regardless of race.
- The cover photo of engaged adults shows the ways in which the skills taught to children are passed on to people not just as 'kids' but also as they move into adulthood.

Activity 3.1

a) i) Television horror series ii) Women's fashion magazine iii) Men's sports magazine

- b) **Bloodgutter 99:** This is a specifically designed display font with rough, jagged edges, creating an illusion that blood is dripping from the characters. The font's name connotes a sense of horror and mystery. This font would invoke an appropriately sinister sense of tone and atmosphere.

Script MT Bold: This modern script font invites connotations of femininity and elegance, a luscious style with the writing often associated with the Romantic era of literature. The sense of modernism to the font which implies up-to-date information. This font is appropriate for a conventional fashion magazine where beauty and new trends are the focus.

Eurostile: This modern font has a firm, rigid style with neatly curved characters, conveying power and masculinity, while also appearing as appropriate for the promotional material. This font is appropriate for a men's sports magazine where traits such as strength and

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Activity 3.2

The explanation provided below is indicative. Students should be awarded for any

3. Illustration

This is the only font of the three with clear visual distinction between the cap so than on print text, the wrong font can make individual characters difficult online so it is crucial that different characters do not have the exact same appearance ensuring that 'r' and 'n' next to each other don't appear like an 'm'. Error content noticeably more difficult to read and audiences will quickly lose interest

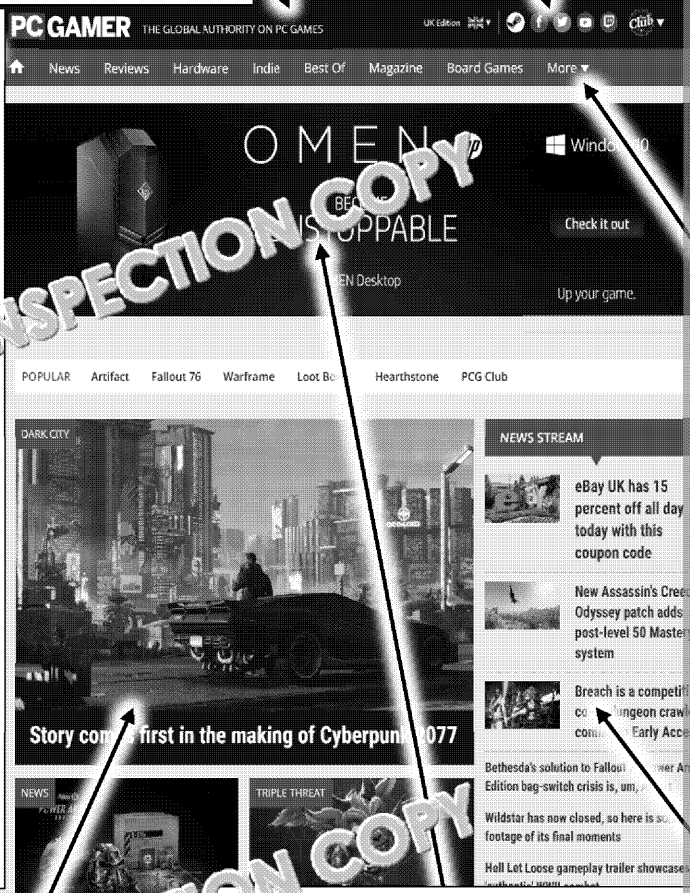
Activity 3.3

The order in which you rank the codes and conventions is subjective, although the masthead should be ranked towards the top and the sell-line and search engine should be ranked lower. The analysis provided below is indicative. Students should be awarded for any relevant

Sell Line: This is written in a tiny font making it one of the least distinguishable features of the page. The typography is quite slim and the tracking is dense. Although the text is entirely capitalised, the masthead is fairly self-explanatory reducing the importance of the sell-line.

Social Media Icons: The bright colouring of the icons makes them stand out against the dark background. Their position at the top of the page also helps to emphasise their importance despite their limited

Masthead: Appears in the top left corner of the cover page. The text is written in bold and the opening 'PC' section is highlighted in red in order to add visual emphasis. The design resembles that of a logo. The font size is fairly small and the masthead is densely tracked making it fairly insignificant compared to most mastheads. However, the red and white text stands out against the dark background.



Main Image: Provides an illustration for the article on the website. It gives audiences a sense of the visual world of 'Cyberpunk 2077' inviting them to get excited about the game's release.

Banner Advert: Like most magazine websites, a huge element of funding comes from advertising. The 'OMEN' banner advert is centrally placed, coloured with an attractive maroon gradient and takes up a large amount of space on the page. However, it is also visually attractive.

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Activity 3.5

Mario Kart: Double Dash

- The entire still is comprised of bright, pastel colours establishing a joyful, childlike world.
- Mario's costume and his car are made up of primary red and blue colours conveying a sense of peace and masculinity; this gives him universal appeal as a character.
- The bright blue sky and green trees contribute to an idyllic world in which the game appeals to an audience of young children as it reassures them that the character is friendly rather than more adult racing game characters in which there is more of an element of danger.
- While the race track remains a solid colour, lighter shades of green, yellow and white are used to create a sense of depth. Furthermore, the road is a dark shade of grey with a rough texture. Therefore, the game uses a variety of textures to encourage the player to drive into them.
- All key information, e.g. *time limit, racing position, lap number* is displayed in a highly legible, sans-serif font. Each colour is different helping to maintain the game's vibrant aesthetic.
- The colour of each racing position correlates with the colour often associated with the medals, e.g. *1st is Gold, 2nd is silver, 3rd is bronze, etc.*
- There are thumbnail images of each character's face showing their position in the race. These are designed with colours which largely reflect their personalities, e.g. *Bowser is red, indicating danger and greed.*

Call of Duty: Black Ops 3

- Unlike *Mario Kart*, the colour scheme of *Call of Duty* establishes a much darker, more somber world.
- The colour palette is constructed using shades of brown with hints of faded blue and green, creating a sense of a war-torn environment.
- The heavy use of brown invites connotations of mud and dirt. This is common in war games within the war genre as it captures the colours of mud, the wooden buildings and the ground found in the trenches during the two world wars. The producers of *Call of Duty* use this to re-capture this sense of dreary realism.
- The use of faded blue lighting could be used to symbolise a dying sense of hope or a sense of loss. This is seen in the group of boxes on which the player's character sits. This suggests that this area is a place of death or a place of loss.
- The bright green colour comes from the bright green flashing lights on the player's character. This high contrast, brightness compared to the background tells the player that the character is the focus of the information to continue with the gameplay.
- The text and icons relating to the level number, power ups, ammunition, etc. are all in contrasting colours. It is important that the player is able to read this as this is a key part of the strategy. However, the symbols are comprised of darker shades of red, orange and yellow to maintain the sinister, gritty tone throughout all sections of the screen.

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