

# A Level Media Studies Summer Bridging Work

Please ensure you bring all of these tasks with you in hard copy (printed out) to your first Year 12 lesson in September

## TASK 1 – 35 mark analysis of Beyoncé's Formation

Start by watching Beyoncé's music video for Formation:

[https://www.youtube.com/watch?v=WDZJPJV\\_bQ](https://www.youtube.com/watch?v=WDZJPJV_bQ)

1. Who do you believe are the **target audience** for the Formation music video? Explain why you believe they are the **target audience** using examples from the music video to support your answer. **(10 marks)**
2. How has Beyoncé been **represented** to the **audience** in this music video? Ensure you include multiple examples from the music video (clothing, **props**, use of **lighting**, **locations**, body language etc) to support your answer. **(15 marks)**
3. What are the main issues/messages addressed in the music video and how do you know? Why do you believe these messages have been included in the video? **(10 marks)**



## **TASK 2 – 20 mark analysis of Vance Joy's Riptide**

Start by watching Vance Joy's music video for Riptide:

[https://www.youtube.com/watch?v=uJ\\_1HMA\\_Gb4k](https://www.youtube.com/watch?v=uJ_1HMA_Gb4k)



1. Who do you believe are the **target audience** for the Riptide music video? Explain why you believe they are the **target audience** using examples from the music video to support your answer. **(10 marks)**
2. What are the main issues/messages addressed in the music video and how do you know? Why do you believe these messages have been included in the video? **(10 marks)**

## **TASK 3 – 500 word music video analysis – include your word count at the bottom of your answer**

Watch a music video of your choice and write a **media language** (props, lighting, clothing, body language, choice of actor(s), **location**) analysis of it to explain how the artist has been **represented** to the **audience**.

What is the intended impact of those **representation** choices on the **audience**?

How has the music video followed/challenged the **conventions** of its **genre**?

## **TASK 4 – draw a film magazine front page and double page spread**

You must design a film magazine specialising in a film **genre** of your choice.

You must draw a **front cover** for this magazine, which includes:

- A suitable **masthead** (consider the name of the magazine and the choice of font used)
- At least 4 **cover lines** (appropriate **article** headings for the magazine)
- An engaging **main image**
- An interesting **skyline** which would appeal to the **audience** and persuade them to buy the magazine

Ensure your front page **conforms** to the design layout of magazine front pages:

[https://www.google.com/search?q=magazine+front+page+examples&safe=strict&rlz=1C1GCEA\\_enGB813GB813&source=lnms&tbn=isch&sa=X&ved=0ahUKEwi52qL5jlzjAhWVSBUIHbINA1kQ\\_AUIECgB&biw=1920&bih=920](https://www.google.com/search?q=magazine+front+page+examples&safe=strict&rlz=1C1GCEA_enGB813GB813&source=lnms&tbn=isch&sa=X&ved=0ahUKEwi52qL5jlzjAhWVSBUIHbINA1kQ_AUIECgB&biw=1920&bih=920)

You must draw a double page spread for this magazine, which includes:

- A 200 word interview with the director of the film which explores the intended appeal to the **target audience** and casting decisions
- An engaging **pull quote** from the article
- A relevant large, **main image**
- 2 smaller, suitable accompanying images

Ensure your double page spread **conforms** to the design layout of magazine double page spreads:

[https://www.google.com/search?q=magazine+double+page+spread+examples&safe=strict&rlz=1C1GCEV\\_enGB843GB855&source=lnms&tbn=isch&sa=X&ved=0ahUK\\_EwjN9eHxglzjAhX7ThUIHae-BlcQ\\_AUIECgB&biw=1920&bih=969](https://www.google.com/search?q=magazine+double+page+spread+examples&safe=strict&rlz=1C1GCEV_enGB843GB855&source=lnms&tbn=isch&sa=X&ved=0ahUK_EwjN9eHxglzjAhX7ThUIHae-BlcQ_AUIECgB&biw=1920&bih=969)

### **TASK 5 - 500 word evaluation – include your word count at the bottom of your evaluation**

Write a 500 word evaluation of your magazine front page and double page spread which:

- Explains your design choices (choice of images, font, layout)
- Explains who your **target audience** are for the magazine and how you appealed to them
- Explains how you have followed and/or challenged the **conventions** of your chosen film **genre**