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| **What will we be learning?**  **Cross Media Production (Non-Examination Assessment)**  You will create an individual cross-media production based on two forms in response to a choice of briefs set by the exam board. | **Why this? Why now?**  This unit allows you to put into practice the knowledge and understanding developed earlier in the course when analysing media products by transferring these skills to creating your own media products.  You will apply knowledge and understanding of the theoretical framework and digital convergence in your own media products, which you are now well-equipped to do.  **This is a compulsory A level Media Studies component.**  **You will submit your final cross-media production which will count as 30% towards your final grade.** | **Key Words:**  Target audience  Mode of address  Mass audience  Specialised / niche  Preferred reading  Industry context  Digital convergence  Synergy  Independent  Commercial  Media conglomerate  Public service broadcaster  Cross-platform marketing |
| **What will we learn?**  To research existing media products, target audience and industry context based on your chosen brief  To complete an outline of your aims and intentions for the cross-media production that must be submitted with the production  To apply your knowledge and understanding of media language, representation, audiences and media industries to a cross-media production for an intended audience  To apply knowledge and understanding of the digitally convergent nature of contemporary media  To use media language across media forms to express and communicate meaning to an intended audience  To appreciate how theoretical understanding supports practice and practice supports theoretical understanding  To demonstrate sophisticated practical skills in creative media production | |
| **What opportunities are there for wider study?**   * Eduqas Digital Resources (on Eduqas A Level Media Studies page) * MediaMagazine Online (Username: HighcliffeSchool1 Password: Highcliffe1) * Curriculum Press factsheets * The Media Show, BBC Radio 4 * Existing media products | |
| **How will I be assessed?**   * You will submit your aims and intentions as well as two final media products. * Interim deadlines will be set to help you keep on track with your work. | |