

Year 9 Media Studies



Race to Number 1!

Task 1: How does a music artist become (and stay) successful?

Challenge: How might genre be important in an artist's success?

How did _____ become / stay successful?

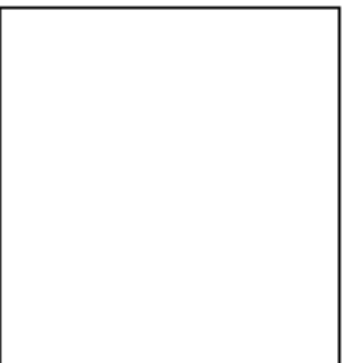
Task 2: Choose your genre and create your new band/artist

Complete the table below for a new band that you have made up.

<p>What <u>genre</u> of music will your new artist be?</p>	
<p>What will your artist be called and why?</p>	
<p>What is your artists age and background? Where are they from? Remember these are made up! Give a brief biography.</p>	
<p>What existing artists will your artist be influenced by/based on?</p>	
<p>What is the name of their most recent album. Name 3 songs from the album.</p>	
<p>Who is your band/artist's target listener?</p> <p>Consider their target listeners age / gender / location / preferred music style etc</p>	

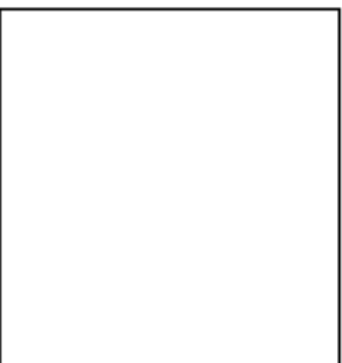
Task 3: Camera Shots and Angles

Camera Shots and Angles



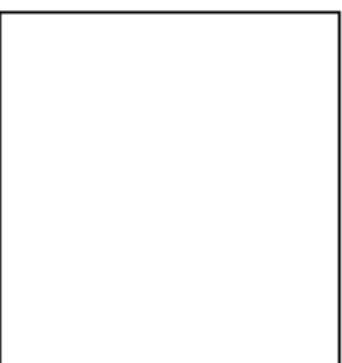
The man is big, powerful and threatening.
Shot/angle used:

I used this shot because...



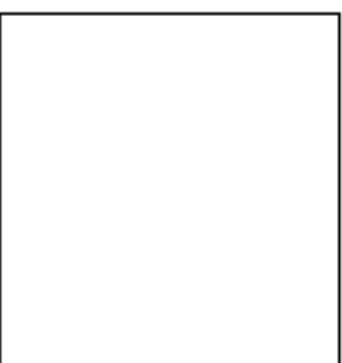
The woman is devastated that her partner has left her.
Shot/angle used:

I used this shot because...



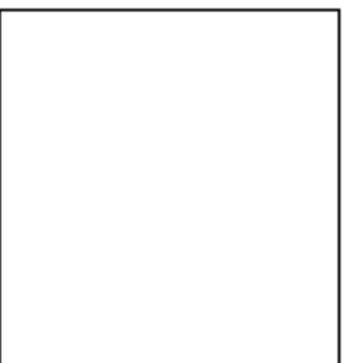
The boy has just walked into a new exciting town.
Shot/angle used:

I used this shot because...



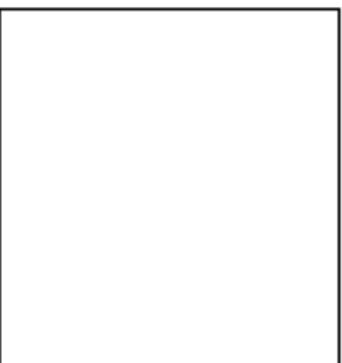
A married couple are talking about their day
Shot/angle used:

I used this shot because...



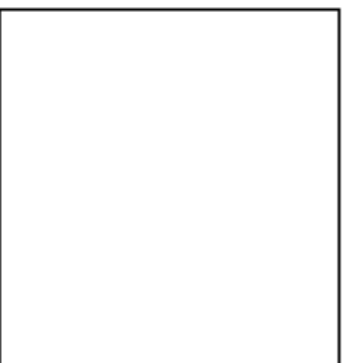
A toymaker is tinkering with a detailed mechanical train.
Shot/angle used:

I used this shot because...



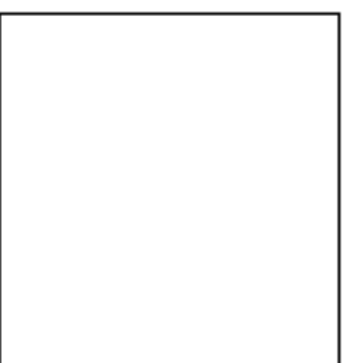
The child feels lost, alone and terrified in a busy street.
Shot/angle used:

I used this shot because...



An aggressive man has come home from work and he yells at his wife—MAN'S VIEW
Shot/angle used:

I used this shot because...



An aggressive man has come home from work and he yells at his wife—WOMAN'S VIEW
Shot/angle used:

I used this shot because...

Task 4: Tour poster conventions and design.

A tour poster is a way of **promoting** the band and giving **information** to their fans. Look at the examples below, what do they all have in common?



Create a list of conventions/ features you would expect to find on a band tour poster.

Sketch out a logo for your artist below. Consider if you will write their name in **serif** or **sans-serif** font. What colour will you use?



Challenge: How does your logo reflect the genre and personality of your band/artist?

Design your own tour poster for your new band using plain A4 paper and colouring pencils. Remember the image of them must reflect what genre of music they create.

*Artist logo * Tour name * dates * venues * promotional image **

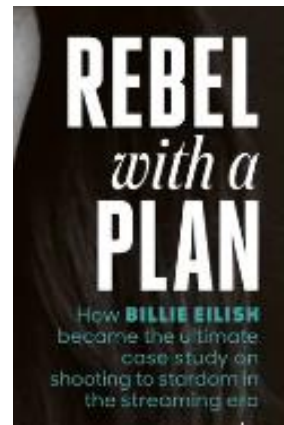
Task 5: Magazine cover conventions and design.

A magazine cover has to be effective on both selling copies of the magazine AND promoting the artist. It is a way for the artists to 'get their side across' and for readers to engage with them more personally.



What genre of music does each magazine feature? How do you know?

Create a list of conventions/ features you would expect to find on a magazine cover.



Draft out 4 different 'cover lines' that will feature on your magazine. Remember you will also need to create your own fictional magazine title ! At least one of your cover lines should relate to your artist.



Design your own magazine cover featuring your new artist using plain A4 paper and colouring pencils. Remember the image of them must reflect what genre of music they create.

*Masthead * cover lines * strapline * price * barcode * issue date*

Task 6: Plan and conduct a promotional photoshoot of your new artist.

Annotate around the images. How has each photo used media language to convey meaning about the genre and personality/ identity of the artist? Look at pose, facial expression, colour, props etc



Task 7: Plan a promotional photoshoot for your artist

Tick one of the following two options.

- I will take my photos **before** our next practical lesson. Go to Section **A**.
- I will take my photos **in** our next practical lesson. Go to Section **B on the next page**. (If you would like to take photos in the next practical lesson you must join a group of 2 or 3 MAX to take photos with)

Section A:

Photography Location	<i>Where will you take your photos? (Think natural sunlight, and plain backgrounds. More is better!)</i>
Model	<i>Who will be in your photos? (If you intend to be in your photos yourself, who will take the photos?)</i>
Shot Types	<i>What different shot types will you use? Why?</i>
Costume	<i>What will your model wear? (Is this something you or they already own? Remember to avoid things which block the face like sunglasses and hats)</i> <i>How does this link to your artist's genre of music? What conventions will you follow?</i>
Gesture and facial expression	<i>How will you model pose? Why? (Remember to make sure they look at the camera and don't hide their face)</i>

Stuck for ideas? Use the computer and GOOGLE search for 'genre photoshoot' for example 'pop music photoshoot'. Take inspiration from these!

Section B:

<p>Model</p>	<p><i>Who are you in a group with?</i></p> <p><i>Who will be the photographer for <u>your</u> media product?</i></p> <p><i>Who will be the model for <u>your</u> media product?</i></p>
<p>Shot Types</p>	<p><i>What different shot types will you use? Why?</i></p>
<p>Costume</p>	<p><i>What will your model wear? (Remember they will need to 'change' during the lesson. Focus on things that can go on top of/hide school uniform!)</i></p> <p><i>How does this link to your artist's genre of music? What conventions will you follow?</i></p>
<p>Gesture and facial expression</p>	<p><i>How will you model pose? Why? (Remember to make sure they look at the camera and don't hide their face)</i></p>

Task 8: Review and edit your photos.

Access your photos on the computer by either emailing to your teach/yourself or uploading to a relevant Teams assignment.

Add a range of photos you have taken to a PowerPoint slide.

Which is your strongest photo? Why? What does it reveal about the artist?

Which is your weakest photo? Why?

How did your photoshoot go? Was it smooth and well planned or a little chaotic?

What obstacles did you come up against?

What would you do differently next time?

Practice your photo editing by trying each of the following with your images. Master each one before you move onto the next and remember to keep the original image as well as keeping a copy of each change you have made. Can you:

1. Resize your image without stretching it?
2. Crop your image to make it more effective?
3. Increase the brightness of your image?
4. Make your image black and white?
5. Change the text wrap on your image? (The best option when creating media products is usually Text Wrap > 'None')
6. Remove the background from your image?
7. Crop your image into a shape eg a circle or triangle (without stretching it!)?

Task 9: Race to Number 1

How will you ensure that **your** artist and their new track will win the RACE TO NUMBER 1?

Consider the below and create a mind-map.

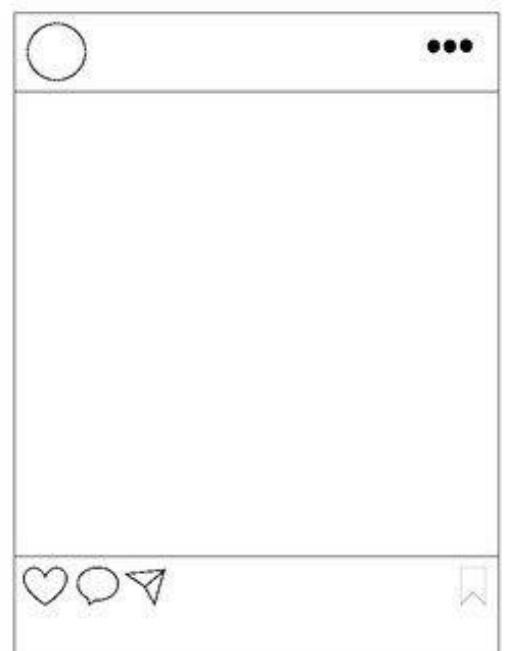
Interviews (which magazines or talk shows would they appear on?)

Competition, giveaways and sponsorship deals

Red carpet events – how would you make sure they make the headlines?

Use of social media to engage their audience?

Be as creative and original as possible!



Task 10: Create a storyboard for your own music video for your new artist/band

A storyboard is where you plan what each shot is going to look like, including the angle, sound and narrative. Planning the shots first means that filming can be more organised and the meaning clear.

Using the blank storyboard sheets, plan 12 shots for your own music video storyboard.

Underneath each image, briefly explain:

- What is happening in that shot (the action)
- Which characters/musicians are involved
- What the shot type will be (i.e. close up, long shot)
- What lyrics from the song will go over that shot

Make sure you have revised shot types first! See the shot types image on the right to help you.



Media Studies Film Storyboard



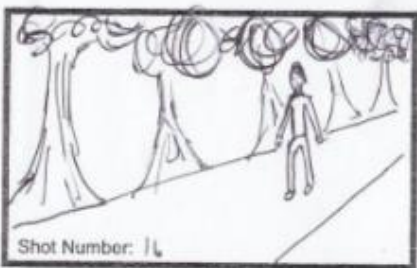
Shot Number: 11
 extreme close up of mobile phone screen phone it then picked up



Shot Number: 12
 Mid shot of lead singer showing him playing guitar acoustic



Shot Number: 13
 long shot of female character walking down woodland path. she walks out of shot.



Shot Number: 14
 same as shot 13, but with male character



Shot Number: 15
 mid shot of band playing



Shot Number: 16
 long shot of male and female meeting on the path. woman slips male and runs out of shot.