**AS Media Foundation Production**

**Evaluation – Music Magazines**

**For your evaluation you will answer 7 questions.**

You will use **different media formats** for each question. Media formats you could use include:

* Slideshare – produce a presentation with images and sound and upload it to slideshare
* Prezi – produce an animated presentation
* Video – use images and voice over to discuss your ideas
* Audio – conduct an interview to discuss your ideas – include sound/music
* Social media sites such as Flickr to gain feedback on your work

The 7 questions:

1. **In what ways does your media product use, develop or challenge forms and conventions of real media products?** 
   * You need to refer back to your research into other magazines and look at the ways that you have used the style, layout, images, fonts, colours, language you have researched to help you create your own magazine. You may like to discuss how your magazine is similar or how you have taken the ideas and changed/developed them further in your own magazine.
2. **How does your media product represent particular social groups?** 
   * Use your work on representation to help you with this. Think clearly about what messages about particular social groups come across in your magazine. Consider what you are saying about the lifestyle/interests/dress/style/aspirations of particular groups of people. These groups could include fans/artists of a particular music genre, young people, different ethnic groups and so on. Don’t restrict your response to discussing gender or age.
3. **Who would be the audience for your media product?** 
   * Refer back to your research into your target audience. Explain the findings of the research and show your ideal audience.
4. **How did you attract/address your audience?** 
   * Refer back to your target audience research and pick out clear examples of how your choice of content, image, language, font, style was designed to address/attract the target audience.
5. **What kind of media institution might distribute your media product and why?** 
   * Look at the publishing house that produced the magazines you researched – using the target audience brief from their marketing pages (you should have this in your research) consider how your magazine fits with theirs. This will give you a justification for saying why.
6. **What have you learnt about technologies from the process of constructing this product?** 
   * Outline the technologies you have used.
   * Choose 1 or 2 examples of how you used the tools in Photoshop to improve your images
   * Choose 1 or 2 examples of how you used the functions in InDesign to help you with the design and layout of your magazine.
   * Choose 1 or 2 technologies you have used in your research and planning, such as the use of blogs, slideshare, Prezi, video and describe what you have learnt about them and how they have helped you.
7. **Looking back at your preliminary task, what do you feel you have learnt in the progression from it to the full product?** 
   * Compare your preliminary task side by side with your finished magazine and discuss how you have improved your understanding of page layout and design and the use of digital technologies.

Level 4 Assessment Criteria

Excellent understanding of issues around audience, institution, technology, representation, forms and conventions in relation to production.

Excellent ability to refer to the choices made and outcomes.

Excellent understanding of their development from preliminary to full task.

Excellent ability to communicate.

Excellent skill in the use of digital technology or ICT in the evaluation