

Brief 4: Music Video and online

Requirements of the brief

You work for an independent media production company. You have been given the task of producing a **three-minute music video** for a **narrative song*** by a fictional band/artist signed to **Beggars Group**, and **two pages for the working website** for the band/artist.

You may use an existing song for your music video (this does not need to be copyright free). The music video must feature a narrative appropriate to a music video (e.g. a performance montage, a narrative illustrating or commenting on the song, or a mix of performance montage and other narrative elements).

The web pages must promote the band/artist to its target audience and enable fans to interact with them.

Summary of brief requirements:

- **Statement of Intent** (approx. 500 words).¹
- **Music Video:** One, three minute music video.
- **Distribution channel:** Content must be age-appropriate for young adults from the age of 16.
- **Number of web pages:** One homepage and one linked page.
- **Cross-media production target audience:** A primarily 16–25-year-old middle and upmarket media literate audience.

There **must** be a clear sense of branding across the two elements of the cross-media production.

Production detail that must be included

The production of the **music video** must include (as a minimum):

- Range of camera shots, including shot distances, angles and movement as appropriate to a music video.
- Editing of footage appropriate to a music video.
- At least **two** different uses of mise-en-scène.
- At least **two** characters representing at least **two** different social groups (e.g. as defined by age, gender, race and ethnicity, sexuality).
- Graphics/titles to include the name of the track and the name of the band/artist.

The production of the **web pages** must include (as a minimum):

- Original **audio** or **audio-visual** content which may include material from the music video but must include at least one element produced specifically for the website.
- A minimum of **two original images** (with at least one different original image on each of the two pages). These images must be different from those produced for the music video.
- Appropriate conventions of website design, including an original title and logo for the band/artist's webpage and a menu bar.
- Text introducing the band/artist.
- Working links from the home page to the other page.
- A range of appropriate media language techniques (typography, images, fonts, backgrounds, logos etc.) as appropriate to the purpose of the website.

* A narrative song is a song which tells a story through its lyrics. Allow any song that may reasonably be considered to convey a sense of narrative or story.

¹ A Statement of Intent document needs to be completed as part of each OCR set brief. Learners need to complete a Statement of Intent document to outline the ways in which they propose to use the four areas of the media theoretical framework to communicate meaning and meet the requirements of their chosen set brief.

	Online
<p>brief and target audience</p> <p>ventions in relation to the set brief</p> <p>ot type, distance, length, angle,</p> <p>fied genre of music video</p> <p>g of performance footage and/or</p> <p>communicate meaning and position/</p> <p>ct representations, including</p> <p>ting/location, costume, props,</p> <p>mera angles, lighting etc.) and</p> <p>ry etc.)</p> <p>ropriate anchoring of moving</p> <p>meaning and engage</p> <p>to the beat, lip synching,</p> <p>formance and/or narrative.</p> <p>fs appropriate to the set music</p> <p>highly memorable music video</p> <p>nd interpretation of the song, fully</p> <p>otes the identity of the band/artist</p> <p>ty or other sophisticated media</p> <p>te to the brief</p> <p>struct sophisticated</p> <p>/or social groups that are highly</p> <p>brief</p> <p>erstanding from their whole</p>	<p>Learners are likely to include:</p> <ul style="list-style-type: none"> • an appropriate concept for the specified genre and audience • use of appropriate conventions of website design and layout (backgrounds, typography, logos etc.) to create a brand identity that is in line with the purpose specified in the brief and to appeal to the target audience • use of appropriate original images appropriate to the set brief • media language which is used to establish a consistent house style throughout the website • appropriate anchoring of images and text to communicate meaning and engage the intended audience • information appropriate to the set brief • appropriate techniques to construct representations, including visual codes (mise-en-scène – setting/location, costume, props, makeup etc.), technical codes (camera angles, lighting etc.) and language (tone, register, vocabulary etc.). <p>In the top level, learners may:</p> <ul style="list-style-type: none"> • convey values, attitudes and beliefs appropriate to the set online brief • use genre conventions to create a highly engaging website to fully address the audience • use intertextuality or genre hybridity or other sophisticated media language techniques as appropriate to the brief • use appropriate techniques to construct sophisticated representations of individuals and/or social groups that are highly appropriate to the set online brief • draw together knowledge and understanding from their whole course of study.