OCR
Oxford Cambridge and RSA

Media Studies

OCR GCSE (9–1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number	Centre name
57357	Churchdown School Academy

Candidate number	Candidate name

Brief chosen: ……

Brief 1 - Magazines

Outline your plans for your production including:

- **How you intend to use Media Language to target your intended audience**
- **How you intend to use Media Representations that are appropriate to your intended audience**

(Maximum 300 words)

For my magazine I am going to create a product focused on the welfare of animals. The cover lines will reflect this looking at how to make a variety of different pets happy. I will ensure the front page is cluttered and busy with lots of images and lots of different coloured fonts to ensure the target audience of teenagers is clear. The main cover story will be of an owner and her pet dog. I want to tackle the idea that when one pet in the family dies it's not just the owners who suffer but also the pets. This will help meet the brief of animal welfare as it will ensure the readers will be able to respond to it by taking their own pets in to consideration if this happens. Making the story about the owner and showing their picture on the front will also make it relatable. The owner will be a teenager so they will be able to empathise with her point of view and perspective. she will be holding a dog to help support the relationship they have with each other and this will also be reflected in the masthead of 'Lil Friends' which connotes the idea that the animals in the magazine are more than just pets. The owner will also be a girl so the colour scheme intends to use will also reflect that being blues and purples to further enhance the connection to the emotional story inside. For the inside spread I will use a variety of images of the dogs to further support it is them who feel pain. showing images of them together will support the bond between them to make the story more emotional realising only one still remains. I will do the article as an interview style to ensure the readers can further relate to the story. I will ensure the colour scheme and front continue from the front page to keep a house style. Representations will be created through the interview and the images. The interview will clearly portray the experience and emotions of a teenager experiencing grief and learning to cope with it alongside her pet and the images will connote emotions of love between her and her pets and between the between themselves.