

Component Overview

Task A: understand how to develop ideas in response to a brief

This involves:

- Establishing the requirements of the brief & defining the target audience
- Researching existing products
- Exploring the theme of the brief (primary & secondary research)

Task B: Develop planning materials in response to a brief

This involves:

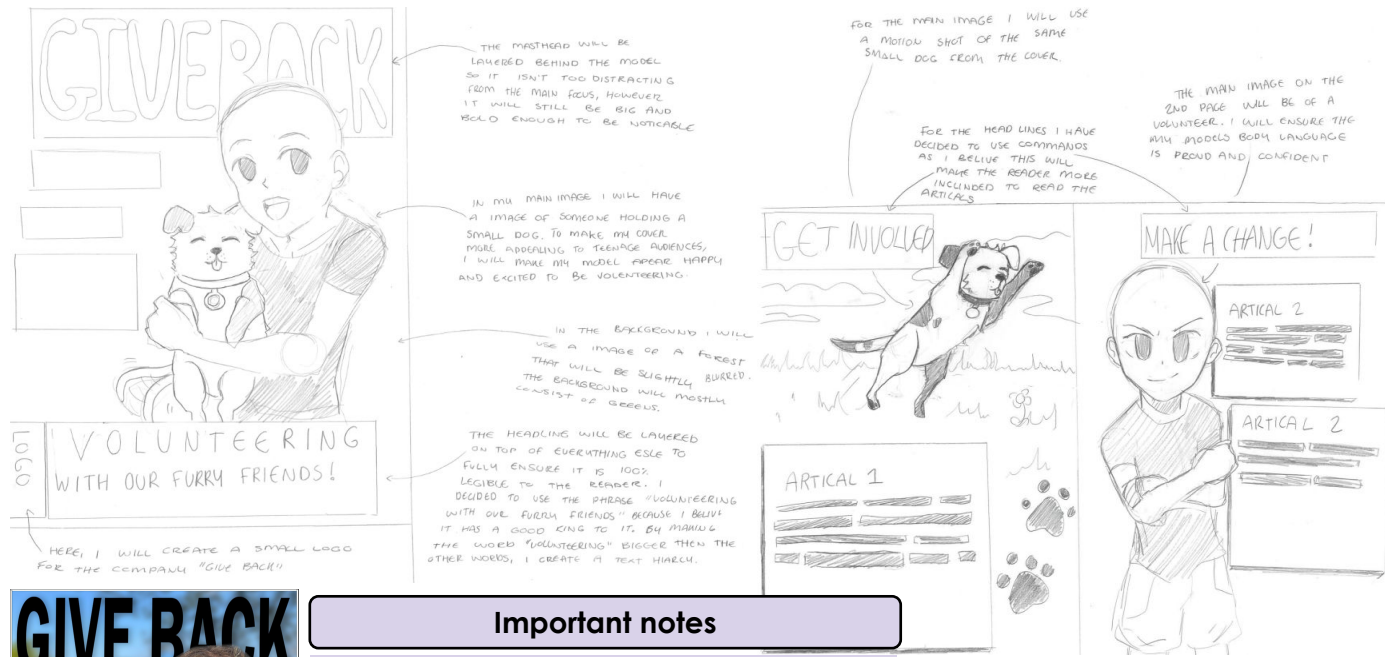
- Producing planning materials, e.g. page layout and design of product
- Managing the production process, e.g. organised portfolio

Task C: Apply media production skills and techniques to create a magazine front cover and double page spread

This involves:

- Reviewing the product throughout to improve it
- Gathering photos, assets and copy (article)
- Combining and refining content, e.g. creating your pages successfully on Photoshop
- Keeping a log of technical skills used to create your product

Examples of work produced previously



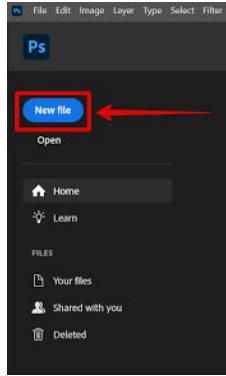
Important notes

- Component 3 is worth **40%** of your overall grade and is externally assessed.
- You will complete this component over **10 supervised hours** that are to be completed in exam conditions
- You will **not have any access to the internet** during the 10 supervised hours - this means that you need to have gathered all of your assets, including; **your own photos**, your **article** which you will have drafted and re-drafted and any specific **fonts** or **symbols/ logos/ secondary images** you would like to use

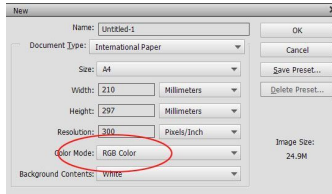


Component 3 – Create a Media Product (magazine) in response to a Brief

Opening a PhotoShop file



Select 'New File' or File > New



Select your measurements for A4 (front cover) or A3 (double page spread)

Shift Key

When using the 'free transform' tool to resize or move an object, by holding down the shift key, it will make sure your resizing will not skew or stretch your object into strange proportions.

The same applies to a shape you would like to create, e.g. your text columns will be perfectly rectangular.

Print Screen

You will need to capture the skills you are using on PhotoShop as evidence for the examiner.

To screenshot your work, press and hold down the **Windows key + Shift + S** to use the Snipping Tool. This will automatically save your screenshot so that you can paste it.

Choosing an image

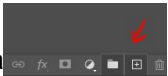
When choosing a good quality image from Google, for PhotoShop, complete the following steps:

Google search > Images > Tools > Size > Large
Click on the photo you would like
Right click > Save image as

Layers

You must add a new layer each time, before completing a new action.

This can be done by clicking the bottom right hand corner.



Made a mistake?

- To undo the last thing you did, choose **Edit > Undo**
- To redo the last thing you did, choose **Edit > Redo**
- To undo multiple steps, select a step in the **History** panel.

Keyboard Shortcuts

- Ctrl + C = copy
- Ctrl + V = paste
- Ctrl + O = open
- Ctrl + N = new file
- Ctrl + T = free transform
- Ctrl + Z = undo
- Ctrl + = = zoom in
- Ctrl - = zoom out

Inserting an image and removing background

To insert a saved image from your PC on to PhotoShop, complete the following steps:

File > Place Embedded, then select the image you would like from your files. Click the 'tick' once you are happy with the positioning. Then, to remove the background; **Convert to layers > yes > remove background**.

