

Graphic Design

What will be studied?

Topic(s)

1. Music marketing
 - a. Developing an understanding of branding through mise-en-scene
 - b. Practical: creating marketing material for a new music artist, including logo, digipak and tour poster.
2. Film marketing
 - a. Build on knowledge of mise-en-scene through the conventions and layout of film posters, and learn how camerawork creates intended meaning
 - b. Practical: creating a film poster
3. Video production
 - a. analysing film or music videos through mise--en-scene, camerawork, editing and sound
 - b. Practical: creating a section of a music video or a film trailer

How do you assess the learning?

- Each unit of work will consist of a written analytical assignment and / or a practical production
- Self and peer assessments of classwork and homework
- Teacher feedback of formative assessments to help prepare for the summative assessment

End of Year Examination

How will I be assessed at the end of the year?

A one hour written exam and final practical production over four hours. This will be internally moderated within the media department.

How can I help my child?

Guidance and advice

BBC Bitesize: <https://www.bbc.co.uk/education/subjects/z7pfb9q>

Seneca: <https://www.senecalearning.com/>

Encourage them to access a wide range of media products that cover a variety of genres for different target audiences, e.g. films, newspapers, magazines, TV programmes, radio broadcasts.