



## What will you learn?

### Topic(s)

1. Music marketing
  - a. Principles of graphic design: colour, layout and typography
  - b. Develop an understanding of branding
  - c. Learn skills in Adobe Illustrator
  - d. Practical: marketing material for a new music artist including: logo and merchandising
2. Film marketing
  - a. Mise-en-scene to create genre
  - b. Conventions and layout of film posters and how camera shots create an intended meaning.
  - c. Practical: Use Adobe Photoshop to create a film poster
3. Advertising
  - a. Conventions of advertising
  - b. Practical: Use Adobe Illustrator to create a logo and Photoshop to create a print advert (end of year assessment)

## How will you be assessed?

### Overall assessment

Each unit of work will consist of planning materials to create the practical production, both of which are assessed.

Self and peer assessments of classwork and homework.

Teacher feedback of classwork to help prepare for summative assessments.

### End of Year assessment

Final practical production and online exam.

## Which resources should you use?

### Books, websites, online resources, trips and visits

Graphic design [YouTube playlist](#)

Create your own design ideas by attending **Photoshop club** and using free online software:

<https://www.photopea.com/> and <https://www.gimp.org/>



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.

### What independent work can you do?

#### Books, websites, online resources

Use the VIP Zone, there you will find:

- An 'Independent Learning' folder full of resources and ideas to support your learning
- PLCs [Personal Learning Checks] - use these to rate your understanding of each topic and to recap and stretch your knowledge and skills.

Start revising. Try some of these to improve your understanding of each lesson and to help you prepare for assessments.

- **Summarise your notes:** Identify the key ideas and essential details. This technique improves understanding and retention by making information clearer and more manageable.
- **Flashcards:** Write key information on cards, don't forget to include an example
- **Mind maps:** Visually organize information by creating diagrams that connect ideas. This helps you see the relationships between topics.
- **Mnemonics:** Use songs, rhymes, or acronyms to help remember facts and figures.
- **Recording and replaying:** Record yourself reading notes and listen back to them.
- **Sticky notes:** Write / draw a key point on each note and place them around your house to help with memorisation.

Watch this: BBC Bitesize [The Best Memory Hacks to Help Your Revision](#)