

Curriculum Plan Overview

Subject: Media studies
Year group: 10

Term	Title of unit/ Topic	Learning	How can parents' best support the learning of their child?
Autumn Term 1	Introduction to Media studies	<p>Students will develop understanding of basic Media terminology and skills including denotation and connotation.</p> <p>Students will explore camera angles and will practice planning and creating Media products including news programmes.</p> <p>Students will develop skills in editing using a variety of tools including adobe elements (moving image), audacity (audio), phot shop and fireworks.</p>	<p>It would be useful for students to track their own media consumption by keeping a diary of all of the media they use.</p> <p>Watch the adverts on television, read the newspaper, watch trailers and consider why certain camera angles have been chosen. What do they tell the audience? Why do you think certain adverts are shown during certain programmes?</p>
Autumn Term 2	Unit 1 controlled assessment Understanding the Media Print based Media	<p>Students will analyse magazine front covers. Students will develop a full terminology and be able to explain how the covers and posters appeal to a specific target audience.</p> <p>This half term will culminate in the production of an analysis of 2 magazine covers.</p> <p>This assignment aims to introduce candidates to the analysis and interpretation of media texts through the analysis of media language and the application of media terminology and techniques.</p> <p>The consumption of media texts by different</p>	<p>Study magazine front covers with your child. Discuss why certain images, colours, fonts have been used. What do the sell-lines show? How do they encourage people to read on?</p>

		<p>audiences should be considered. Understanding will be demonstrated through a pre-production activity.</p> <p><u>Controlled assessment task</u> Analyse the front cover or front page of two magazines or two comics or two newspapers. How do the covers/pages engage the interest of their audience?</p> <p>The responses to media texts, including explanation, should total approximately 500 - 700 words.</p>	
Spring Term 1	<p>Unit 1 controlled assessment Understanding the Media</p> <p>Print based Media</p> <p>Practical</p>	<p>Students will continue to develop photography skills and practical skills before creating their own magazine cover for their assignment 1 controlled assessment.</p> <p>Students will use their own photography and Photoshop / fireworks.</p> <p>Students will review their production work.</p> <p><u>Controlled assessment task</u> Design the cover for one edition of a magazine or comic or the front page of a newspaper. The publication should be aimed at a specific audience.</p>	<p>If possible, download free editing packages on the computer with your child. Practice designing magazine covers. How professional can you make it look? Practice taking photographs but using different camera angles for effect.</p>
Spring Term 2	Unit 2 controlled assessment Cross Media study	Students will explore study and analyse film trailers and websites.	Watch film trailers with your child and discuss the representation of the characters. Discuss why camera angles have been used

	<p>Moving image and web based media</p>	<p>Students will analyse film language within a trailer for I Frankenstein. Students will explore a variety of other trailers as part of their study.</p> <p>Students will then need to study the same product (I Frankenstein) and how it is promoted in one other medium. The I Frankenstein website, among others should be explored including the film promoter's website.</p> <p><u>Controlled assessment task</u></p> <p>Compare the impact of two promotional methods used by one film or television programme across two different media platforms. Audio visual:</p> <ul style="list-style-type: none"> • a cinema, television, radio or internet trailer • a radio or television interview <p>Print or web-based:</p> <ul style="list-style-type: none"> • a poster • a magazine article • a web page. 	<p>and why specific colour and sound may have been used to appeal to a specific audience.</p> <p>Then have a look at their websites. Is there synergy? (A clear link between the trailer and the web site)</p>
<p>Summer Term 1</p>	<p>Unit 2 controlled assessment Cross Media study</p> <p>Moving image and web based media</p> <p>Practical</p>	<p>Students will create their own trailer and website for a new film of their creation.</p> <p>Students will need to develop their understanding of institutions as part of this assignment. E.g. – BBC priority to inform, entertain, educate.</p> <p><u>Controlled assessment task</u></p>	<p>Research relevant institutions with your child such as BBC or film production companies.</p> <p>Help your child to structure their own ideas for a new film. Try story boarding the trailer with them.</p>

		<p>Present your ideas for promoting a film or television programme across two different media platforms.</p> <p>Audio-visual:</p> <ul style="list-style-type: none"> • a ten frame storyboard to represent a trailer appropriate for either cinema, television, radio or internet • a script for a radio or television interview <p>Print or web-based. A mock-up designs for:</p> <ul style="list-style-type: none"> • a poster • a magazine article • a web page. 	
<p>Summer Term 2</p>	<p>Planning for the unit 3 controlled assessment</p> <p>Moving Image</p> <p>Music Video</p>	<p>Students will spend this half term planning and preparing for assignment 3.</p> <p>Candidates are required to undertake a practical production which addresses all four key concepts, from conception to realisation, together with an evaluation of 700-800 words.</p> <p><u>Controlled assessment task</u></p> <p>A three minute music video to accompany all or part of a particular track or a promotional campaign for a band or artiste consisting of at least three print or web-based advertisements.</p> <p>For moving image work no more than four. Each student should contribute to</p>	<p>Watch music videos with your child and consider the techniques used in order to make the song and artist appeal to a specific audience.</p> <p>Help your child to structure their own ideas for a new music video.</p>

		all stages of the production.	
--	--	-------------------------------	--