

Media Studies GCSE at CFS

Long Term Plan of Studies 2019-20 for Year 10

Year 10	
Temperance 1 <i>Weeks 1-4</i>	<p>Induction Unit – introduction to theoretical framework and key skills.</p> <p>Introduction to the range of forms, products and platforms that constitute “the media”, and the four key concepts: media language, audience, representation and industry. Also the core skills of image analysis and use of technical media vocabulary. This Induction Unit will build students’ confidence in examining and discussing a range of media texts, both contemporary and historical.</p> <p>Baseline assessment: photography & layout task, with evaluative commentary.</p>
<i>Weeks 5-8</i>	<p>Component 01, Section B: Promoting Media (film, advertising & video games)</p> <p>Set products: <i>The Lego Movie</i>, its promotional poster campaign, UK TV trailer and video game. We will study how promotional materials (posters and trailer) for a film are designed, produced and consumed, along with the issues of representation (eg use of stereotypes).</p>
Temperance 2 <i>Weeks 9-14</i>	<p>Component 01, Section B: Promoting Media (film, advertising & video games)</p> <p>Set products: <i>The Lego Movie</i>, its promotional poster campaign, UK TV trailer and video game. Students will learn about the film industry, via the set product of <i>The Lego Movie</i>, which illustrates ‘tent-pole film production’ and models successful vertical integration, whereby a video game links directly to the release of the film. We will look at how these products are targeted at specific audiences, and the changing audience responses over time.</p> <p>Creative project will be to research, plan and draft a marketing campaign for a new film, showing awareness of vertical integration and development of creative skills necessary for the NEA.</p> <p>Assessment: analysis of one of the set products + creative skills project</p>
Christmas	
Justice 1 <i>Weeks 1-6</i>	<p>Component 02, Section A: Music (music videos & radio)</p> <p>In-depth study of the following set products:</p> <ul style="list-style-type: none"> • <i>Wheatus ‘Teenage Dirtbag’</i> and <i>Avril Lavigne ‘Sk8ter Boi’</i> – we will study how these videos use media codes & conventions, and the complex issues of representations of place, people, gender and social (non-)conformity. • <i>Radio 1 Live Lounge</i> – exploration of a full episode, featuring an interview with a British artist; role of the BBC in public service broadcasting; audience identification and segmentation, as well as uses & gratifications theory. <p>Assessment: exam style questions relating to Component topics studied</p>
Justice 2 <i>Weeks 7-10</i>	<p>Component 02, Section A: Music (magazines)</p> <p>In-depth study of the set product <i>Mojo Magazine</i>. As well as understanding the codes & conventions of magazine design, we will explore issues of audience, industry and representation.</p>
<i>Weeks 11-12</i>	<p>Component 03, Non-Exam Assessment (NEA - practical coursework)</p> <p>Introduction to the NEA briefs, initial ideas, research into audience, analysis of similar products.</p> <p>Assessment: magazine cover photography / website graphics, applying EBI from T1.</p>
Easter	
Courage 1 <i>Weeks 1-5</i>	<p>Component 03, Non-Exam Assessment (NEA - practical coursework)</p> <p>Research and planning, including pitch, layout designs. Begin production – photography, design, copywriting, page layout, desk top publishing, etc.</p> <p>Assessment: Submit a draft of the Statement of Aims (formal part of the NEA).</p>
Courage 2 <i>Weeks 6-11</i>	<p>Assessment (MOCK EXAMS): exam style paper relating to Component topics studied [Two weeks]</p> <p>Component 03, NEA [3 weeks, but with various timetabled disruptions including work experience and mock exams]</p> <p>Production continued – construction, editing or re-draft as necessary.</p>