# Subject: Media Studies

| Year 9 – OCR Nationals: Creative iMedia | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| | Topic Titles:<br>Introduction Unit<br><br>Key Learning Objectives:<br>Introduction to -<br>• Genre & conventions<br>• Camera angles<br>• Mind maps<br>• Moodboards<br>• Visualisation diagrams<br>• Film Reviews | Topic Titles:<br>R081: Pre-production skills<br><br>Key Learning Objectives:<br>• Moodboards<br>• Mindmaps<br>• Visualisation diagrams<br>• Storyboarding<br>• Scripts<br>• Client requirements<br>• Target audiences | Topic Titles:<br>R081: Pre-production skills<br><br>Key Learning Objectives:<br>• Research<br>• Work plans<br>• Production schedules<br>• Hardware techniques and software used to digitize or create pre-production documents<br>• Health and safety considerations<br>• Legislation | Topic Titles:<br>R081: Pre-production skills<br><br>Key Learning Objectives:<br>• Setting of brief and tasks.<br>• Target audience<br>• Research<br>• Moodboards<br>• Mind maps<br>• Visualisation diagrams<br>• Storyboarding<br>• Script writing<br>• Schedules<br>• Technicalities & review. | Topic Titles:<br>R082: Creating digital graphics<br><br>Key Learning Objectives:<br>• Use of digital graphics<br>• Types of digital graphics<br>• File formats and the properties<br>• Design and layout<br>• Client requirements<br>• Work plans<br>• Assets and resources<br>• Legislation | Topic Titles:<br>R081/R082 Recap & revision/practical<br><br>Key Learning Objectives:<br>• How to source and create graphics<br>• How to source and create graphics<br>• Technical compatibility of images<br>• Using tools and techniques<br>• Saving/exporting graphics in different formats<br>• Version control<br>• Reviewing a digital graphic |

| **Year 9 – GCSE Media Studies** | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| | Topic Titles:<br>Introduction Unit & Introduction to magazines<br><br>Key Learning Objectives:<br>• Genre & conventions<br>• Magazine conventions<br>• Photoshop basics<br>• Film Reviews | Topic Titles:<br>Introduction to film posters<br><br>Key Learning Objectives:<br>• Conventions of film posters<br>• Analysis of mise en scene<br>• Camera angles<br>• Film poster practical | Topic Titles:<br>Component 1: Section A - Magazines<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of Pride&GQ magazine<br>• Analysis of Pride&GQ magazine for media language & representation | Topic Titles:<br>Component 1: Section A – Film Posters<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of the Bond franchise magazine<br>• Analysis of Bond film posters for media language & representation | Topic Titles:<br>Component 1: Section A - Newspapers<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of the The Sun & The Guardian<br>• Analysis of The Sun & The Guardian for media language & representation | Topic Titles:<br>Component 1: Section A - Advertisements<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of the This Girl Can & Quality Street<br>• Analysis of The This Girl Can & Quality Street for media language & representation |

| **Year 10 – GCSE Media Studies** | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| | Topic Titles:<br>Component 1: Section A - Newspapers<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of the The Sun & The Guardian<br>• Analysis of The Sun & The Guardian for media language & representation | Topic Titles:<br>Component 1: Section B – Radio<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of the The Archers<br>• Analysis of The Archers for media language & representation<br>• Audience appeal & Interaction | Topic Titles:<br>Component 1: Section B – Gaming<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of Fortnite<br>• Analysis of Fornite for media language & representation<br>• Audience appeal & Interaction | Topic Titles:<br>Component 1: Section B – Websites<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of The Sun & Spectre websites<br>• Analysis of The Sun & Spectre websites for media language & representation<br>• Audience appeal & Interaction | Topic Titles:<br>Component 3 – Individual coursework project (30%)<br>Key Learning Objectives:<br>• Research<br>• Planning<br>• Photography<br>• Photoshop skills<br>• Editing | Topic Titles:<br>Component 3 – Individual coursework project (30%)<br>Key Learning Objectives:<br>• Editing<br>• Re-drafting<br>• DIT on component 3 production |

| **Year 11 – GCSE Media Studies** | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| | Topic Titles:<br>Component 2: Section A - TV Crime Drama<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of Luther<br>• Analysis of Luther for media language & representation<br>• Target Audience & appeal<br>• Marketing and promotion<br>• Analysis of The Sweeney as comparison text. | Topic Titles:<br>Component 2: Section B – Music Videos<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of Taylor Swift & Pharrell Williams<br>• Analysis of music videos for media language & representation<br>• Target Audience & appeal<br>• Marketing and promotion<br>• Analysis of Michael Jackson comparison text. | Topic Titles:<br>Component 2: Section B – Music Websites<br><br>Key Learning Objectives:<br>• Social & cultural contexts<br>• Industry context of Taylor Swift & Pharrell Williams<br>• Analysis of music websites for media language & representation<br>• Target Audience & appeal<br>• Marketing and promotion | Topic Titles:<br>Component 1 revision<br><br>Key Learning Objectives:<br><br>Revision of component 1. | Topic Titles:<br>Component 2 revision<br><br>Key Learning Objectives:<br><br>Revision of component 2. | : |

| **Year 12 – OCR Technicals: Digital Media** | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| | Topic Titles:<br>Introduction Unit<br><br>Key Learning Objectives:<br>• Camera angles<br>• Storyboarding<br>• Risk assessments<br>• Marketing project<br>• Presenting skills | Topic Titles:<br>Unit 1 - Media Products & Audiences<br><br>Key Learning Objectives:<br>• The different types of media industries<br>• The different types of media companies<br>• Understand how media companies operate<br>• Synergy and cross-media promotion<br>• Job roles in media<br>• Traditional methods of advertising a media product<br>• Digital methods of advertising a media product<br>• Advertising methods in a cross-media campaign<br>• Technological convergence<br>• Impact of online distribution | Topic Titles:<br>Unit 1 - Media Products & Audiences<br><br>Key Learning Objectives:<br>• Profiling audiences<br>• How products fulfil audience<br>• Research methods<br>• Secondary research methods<br>• Product reach<br>• Audience feedback<br>• Competitors<br>• Market possibilities<br>• Analysis data<br>• The media effects debate<br>• Moral panic<br>• Active audiences<br>• Media regulators<br>• Copyright and use of intellectual property | Topic Titles:<br>Unit 2 - Pre-production and planning<br><br>Key Learning Objectives:<br>• Types of media production<br>• Financial constraints<br>• Revenue streams<br>• Time constraints<br>• Personnel<br>• Legal issues<br>• The impact of regulatory issues<br>• The impact of ethical issues<br>• Types of client brief and how to analyse them<br>• Tools to use<br>• Target audience factors to consider | Topic Titles:<br>Unit 2 - Pre-production and planning<br><br>• Key Learning Objectives:<br>• Proposals, project outlines and treatment documents<br>• Production schedule<br>• Call sheet<br>• SWOT analysis<br>• Asset log<br>• Risk assessment<br>• Storyboard<br>• Script<br>• Shoot script<br>• Concept art<br>• Visualisation diagram<br>• Flat plan/wireframe<br>• Prototype<br>• Page mock up<br>• Set design<br>• Forms<br>• Site structure diagram | Topic Titles:<br>Unit 3 – Creating a Media product<br><br>Key Learning Objectives:<br>• Proposal for an original media product<br>• Target audience<br>• Resources and personnel<br>• Distribution and marketing methods<br>• Sample materials<br>• Planning for production. |

| **Year 13 – GCE Media Studies** | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| | Topic Titles:<br>Component 2: Section A – TV Industry<br><br>Key Learning Objectives:<br><br>Humans & The Returned<br>• Industry<br>• Genre<br>• Narrative<br>• Representation<br>• Audience | Topic Titles:<br>Component 2: Section A – Magazine Industry<br><br>Key Learning Objectives:<br><br>Women's Realm & Huck<br>• Industry<br>• Genre<br>• Narrative<br>• Representation<br>• Audience | Topic Titles:<br>Component 2: Section A – Online Media<br><br>Key Learning Objectives:<br><br>Zoella & Attitude<br>• Industry<br>• Genre<br>• Narrative<br>• Representation<br>• Audience | Topic Titles:<br>Component 1 Revision<br><br>Key Learning Objectives:<br><br>Revision of component 1. | Topic Titles:<br>Component 2 Revision<br><br>Key Learning Objectives:<br><br>Revision of component 2. | |