




## Media

### Key Stage 4 Framework for Learning




#### Year 10 2017-2018: Successful Foundations

**Syllabus:**






Media Studies 8572 (New Specification)

<b>Autumn 1</b>	
<b>Knowledge</b>	<p>Students will study the concepts of representation and institutions involved in the promotion of music.</p> <p>Students will submit a response analysing aspects of two texts (music video &amp; CD cover) promoting an artist/band of choice. They will consider the representation of the artist in the video and research the institutions involved (record labels, directors, producers).</p>
<b>Skills</b>	<p><b>Analyse and Responding Skills</b></p> <p>Analyse a single product as it is presented across two different media platforms. Understanding the concept of <i>synergy</i>, where different media platforms are used to promote a particular product – in this case an artist/band.</p>
<b>Assessment</b>	<p><b>1. Extended writing piece.</b> Analysis of the ways in which one band or artiste is represented and promoted in a music video.</p> <p><b>2. Extended writing piece.</b> Analysis of the ways in which one band or artiste is represented and promoted on a CD cover.</p> <p><b>3. Extended writing piece.</b> Analysis of the success of the synergy of the two platforms.</p>
<b>Cultural enrichment</b>	<p>Movie Makers Club – creating own video. Competition led by external organization ('Digital Advantage', 'I Am Creative').</p>
<b>Character</b>	<div style="text-align: center;">  </div> <p>QoS – Optimism</p> <p>Students will tackle the new topic with curiosity. They will work with optimism, questioning and analysing all aspects of the different media platforms and texts.</p>
<b>Autumn 2</b>	
<b>Knowledge</b>	<p>Students will 'create' a new artist and use their knowledge of record labels and managers to decide on the appropriate style of promotion for a new song, released by that artist.</p> <p>Students will present a visual planning task based on the promotion of an Artist/Band of choice, (music video) and explain how these would deal with issues of Representation and Institution.</p> <p>Students will present a print planning task (CD cover), that will work in synergy with their video, to promote the chosen image. (representation) of their artist.</p> <p>Students will evaluate the success of the synergy of their two designs, working together to promote their artist.</p>
<b>Skills</b>	<p><b>Research, Planning and Presentation Skills</b></p> <p>Creation of a completely original idea for a music video and design the storyboard, in detail so it is fit for use, to help promote an artist/band.</p>
<b>Assessment</b>	<p><b>1. Storyboard</b> for own music video</p> <p><b>2. Progress Assessment.</b> Standardised written assessment based on a GCSE-style question.</p>
<b>Cultural enrichment</b>	<p>Movie Makers Club – creating own video. Link to music department.</p>



<b>Character</b>	 <p>QofS – Empathy Students will begin to understand the power and influence the media has on their life and accept their social responsibility to be fair and honest with their work and opinions.</p>
<h2>Spring 1</h2>	
<b>Knowledge</b>	<p>Students will conduct extensive research into the Horror Film genre. They will submit evidence of this research in a twelve page file. They will consider areas such as: the history of horror films, top 5 most successful horror films, famous actors and directors. We will study two (appropriate 15 certificate) films, in class, looking at the forms and conventions of horror. Students will be expected to watch/analyse more films at home.</p> <p>Students will devise a 15 part questionnaire to gather the opinion of their peers about horror films.</p>
<b>Skills</b>	<p><b>Research, Planning and Presentation Skills</b></p> <p>Design of a completely original idea for a CD cover and creation of image in photo shop, in detail so it is fit for use, to help promote an artist/band</p> <p>Review and evaluate the success of the two platforms working together.</p>
<b>Assessment</b>	<ol style="list-style-type: none"> <li>1. Questionnaire &amp; Analysis of responses.</li> <li>2. Pitch of new idea – addressing all 4 Key Concepts.</li> </ol>
<b>Cultural enrichment</b>	<p>Movie Makers Club.</p>
<b>Character</b>	  <p>QofS – Creativity &amp; Curiosity Students will work to ensure that their creativity is used to represent all members of society with equality and equity. Students will start to view the media with a new sense of curiosity, questioning and analysing all aspects of media. They will develop their skills at working independently and cooperatively.</p>
<h2>Spring 2</h2>	
<b>Knowledge</b>	<p>Students will use the analyses of the responses from their primary research to create a new, original idea for 15 certificate horror film. A trailer or opening sequence of approximately two minutes duration for a horror film aimed at a specific audience.</p> <p>They will create a pitch for their idea, which considers all 4 media key concepts (media language, audience, institutions and representation).</p> <p>Students will use their storyboard and shot sheet to gather the necessary footage. We will upload all film and the students will use Movie Plus6 to create an edited trailer. Their aim should be to strike a balance between creativity and the application of appropriate codes and conventions.</p>
<b>Skills</b>	<p><b>Research, Planning and Presentation Skills</b></p> <p>Students will design a storyboard which is detailed and fit for use for filming.</p> <p><b>Construction Skills</b> Using a camera – shots, angles, zoom Playing roles in a production team – director, actor, editor, producer etc.</p> <p><b>Editing Skills</b> Editing skills – cropping, titles/credits, music, sound effects etc. Digital skills –Movie Plus</p> <p><b>Evaluation Skills</b> (700-800 words) making cogent and critical connections between the experience of carrying out the production and all the key concepts.</p>
<b>Assessment</b>	<ol style="list-style-type: none"> <li>1. Edited trailer.</li> <li>2. <b>Progress Assessment.</b> Standardised written assessment based on a GCSE-style question</li> </ol>



<b>Cultural enrichment</b>	Movie Makers Club.
<b>Character</b>	  <p>QofS – Responsibility &amp; Reflection Students will take the opportunity to reflect on their work. They will celebrate their successes and acknowledge their weaknesses.</p>
<b>Summer 1</b>	
<b>Knowledge</b>	
<b>Skills</b>	
<b>Assessment</b>	
<b>Cultural enrichment</b>	
<b>Character</b>	  <p>QofS – Practice &amp; Resiliency Students will use their resiliency to ensure all feedback is used constructively and strive to make progress at all times. They will share all ideas with openness and review work with honesty.</p>
<b>Summer 2</b>	
<b>Knowledge</b>	
<b>Skills</b>	
<b>Assessment</b>	
<b>Cultural enrichment</b>	
<b>Character</b>	 <p>QofS – Motivation Students will use their motivation to ensure that they practice all practical work. They will take responsibility to ensure all pre-production work is thorough and refined.</p>