

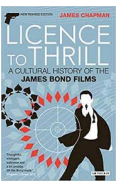


Year 10 GCSE MEDIA


EDUQAS GCSE MEDIA STUDIES https://www.eduqas.co.uk/qualifications/media-studies-gcse/#tab_keydocuments

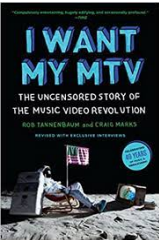
Key Learning		Pre-Exposure Tasks	Linked Texts
Autumn 1	<p>Introduction to Media Studies: Theoretical Framework</p> <p>Understand the four 'Key Concepts' which underpin the course: language, representation, industry and audience.</p> <p>Magazines</p> <p>Detailed study of the set products 'GQ' and 'Pride'. Design own magazine using 'GIMP' design software.</p>	Examine some magazine covers. Consider the ways in which design and content use colour, images, written information and layout to appeal to different audiences.	 <p>The Midnights Sarah Smetana</p>
Autumn 2	<p>Radio</p> <p>Explore the set product BBC Radio 4 and The Archers as an evolving media product in terms of the relevant radio industry and audience issues it illustrates.</p>	Listen to different types of radio stations (music and talk) from different radio organisations (BBC and commercial e.g. Capital, Talk Sport). Think about how they differ in terms of content and who you think their target audience would be	 <p>Casino Royale Ian Fleming</p>
	<p>Film Promotion</p> <p>Explore the set products: 'The Man with the Golden Gun' and 'No Time to Die' James Bond Film Posters and the '007' Film Website.</p>	Research the Bond franchise. Watch some clips/ full Bond movies. Make notes on what has changed over time.	 <p>Licence to Thrill: A Cultural History of the James Bond Films James Chapman</p>
Spring 1	<p>Film Promotion</p> <p>Explore the set products: 'No Time to Die' marketing campaign and the '007' Film Website.</p> <p>Design poster for 'The new Bond' using 'GIMP' design software.</p>	Visit the '007' website think about why websites are important to the success of a film	
Spring 2	<p>Advertising and Marketing</p> <p>Complete a detailed study of the set products 'Quality Street' advertisement (1956) and 'This Girl Can' campaign advertising.</p>	Look at adverts on bus stops, Youtube or TV. What are they trying to tell you - and how do they use images, text, sound or editing to communicate the ideas?	
	<p>Music Videos</p> <p>Introduction to the Music Industry and importance of the music video. Consider the set topics within the music industry: 'The Man' by Taylor Swift</p>	Watch some popular recent music videos. What trends do you notice - what do most videos include?	

Summer 1	Music Videos Consider the set topics 'Intentions' by Justin Bieber and 'Rio' by Duran Duran. Study the role of online media within the music industry looking at the websites and social media content of Taylor Swift and Justin Bieber	Visit the websites and social media platforms of a range of successful music artists, think about how they are used and why they are important to both the artists and their fans.	
	Online Media Explore websites and social media linked to <i>Taylor Swift and Justin Bieber</i> . Begin an introduction to filming and editing music videos.	Look up your favourite music artist on social media - how do they represent themselves?	
Summer 2	Practical Coursework Carry out a music video practical task as an introduction to filming and editing. Begin practical GCSE coursework which is worth 30% of the final grade with a choice of film promotion, magazine or music video.	Look at examples of DVD covers, magazine articles and music videos. How does genre change what the products look like?	

Year 11 GCSE MEDIA

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Key Learning		Pre-Exposure Tasks	Linked Texts
Autumn 1	Practical Coursework Continue with Component 3 coursework unit which is worth 30% of the final grade with a choice of film promotion, magazine or music video.	USE THE SUMMER HOLIDAYS TO PRODUCE THE FOOTAGE OR THE PHOTOGRAPHS WHICH WILL BE NEEDED FOR THE CHOSEN COURSEWORK BRIEF	 A Map to the Sun Sloane Leong
Autumn 2	Revision for Mock Exams Television Sitcoms Complete a study of the tv sitcoms set topics ' <i>Friends</i> ' and ' <i>Man Like Mobeen</i> '. Consider television genres, the distinct social and cultural significance in terms of their particular representations of the world, the financial importance to the television industry and the popularity with television audiences. Complete a mock examination and continue exploring television sitcoms.	Revise Component 1 content - Magazines, Advertising, Radio and Film Marketing Look at as many examples as possible of the media of the genre as possible. Think about codes and conventions in terms of narrative, locations, characters. Research the set topics ' <i>Friends</i> ' and ' <i>Man like Mobeen</i> '.	

<p>Spring 1</p>	<p>Video Games Explore the set product in computer games: 'Fortnite'. Develop a knowledge and understanding of Fortnite as a contemporary game in the video games industry and the audience issues it illustrates.</p>	<p>Have a look at some promotional material for a computer game that you play, paying attention to methods of promotion, target audience, role of websites/social media etc.</p>	 <p>I Want My Mtv Rob Tannenbaum & Craig Marks</p>
<p>Spring 1</p>	<p>Newspapers Explore the set products 'The Guardian' and 'The Sun': develop knowledge and understanding of key aspects of the newspaper industry, including ownership, funding, regulation, production, distribution and technology.</p>	<p>Look at as many newspaper front pages as possible – either the real thing if you get newspapers at home or if not, on-line (just search 'newspaper front pages' in images). Think about the ways in which design and content use things like colour, images, written information and layout to appeal to different audiences/readership.</p>	
<p>Summer 1</p>	<p>Revision for the summer exams Component 1 Exploring the Media Component 2 Understanding Media Forms and Products</p>	<p>Ensure all notes are complete and well organised. Continue to build on work done in class. Work through as many sample papers/tasks as possible. Become familiar with the content of mark schemes. Create revision resources such as flashcards.</p>	