



Summer 1 Learning Journey for Media Studies



How does this unit link to prior learning?	
You have studied the four key concepts and analysed set texts. Now you will construct your own film poster and DVD cover for a specific brief.	
We will develop our learning each week by focusing on:	RAG Rate
<u>Week 1 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> Introduction to the brief, what types of research you will need to conduct	
<u>Week 2 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> pre-production processes: conduct primary and secondary research to target intended audience	
<u>Week 3 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> pre-production processes: begin mock up designs, storyboard and pitching of ideas.	
<u>Week 4 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> understand what a statement of aims is and how to write an effective one (250 words) Mini Assessment: Statement of Aims 10 marks	
<u>Week 5 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> photo shoot – taking appropriate photos to use in production work, CTG Statement of Aims, begin film poster construction using Photoshop	
<u>Week 6 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> begin film poster construction using Photoshop	
<u>Half Term Week – Spring Bank Holiday</u>	
<u>Week 7 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework <u>Knowledge:</u> photo shoot – taking appropriate photos to use in production work, continue film poster construction using Photoshop	
<u>Week 8 Key Learning</u> <u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework	

Knowledge: photo shoot – taking appropriate photos to use in production work, continue film poster construction using Photoshop	
<u>Week 9 Key Learning</u> Retrieval knowledge: CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework Knowledge: photo shoot – taking appropriate photos to use in production work, begin creating DVD front cover using Photoshop	
<u>Week 10 Key Learning</u> Retrieval knowledge: CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework Knowledge: photo shoot – taking appropriate photos to use in production work, begin creating DVD front cover, spine construction using Photoshop	
<u>Week 11 Key Learning</u> Retrieval knowledge: CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework Knowledge: photo shoot – taking appropriate photos to use in production work, continue DVD cover, spine, back cover including blurb construction using Photoshop/Word	
<u>Week 12 Key Learning</u> Retrieval knowledge: CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework Knowledge: photo shoot – taking appropriate photos to use in production work, finish constructing DVD front cover, spine, CTG blurb for back cover, using Word/Photoshop Final Assessment: Completion of all elements of DVD cover and film poster	
<u>Week 13 Key Learning</u> Retrieval knowledge: CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework Knowledge: photo shoot – taking appropriate photos to use in production work, CTG blurb, finish construction of DVD cover (all elements) using Photoshop/Word CTG: Completion of all elements of DVD cover and film poster	

Media language	Theories	Industry	audiences
Conventions of film posters and DVD covers Logo Billing block Star rating Tagline Thumbnails Blurb Banner poster	Uses and Gratifications Reception theory Dyer's Star Theory Mulvey's Male Gaze theory Propp character theory Todorov Narrative theory	Franchise Certification Regulation Convergence intertextuality	Niche Mainstream Demographic Target Representations: Gender Ethnicity Stereotypes Countertypes Archetype

How will this help you in the future?	
KS4 30% of your GCSE Media Studies grade - a good NEA grade will be a great head start for the external exams in Y11	Beyond LHS Prepare for AS/A Level practical tasks aimed at a wide range of audiences including 18+ Understand how different media texts are consumed by audiences. Support with media literacy and IT skills in a range of jobs such as design, engineering, journalism

