

Prior Learning					
Introduction to LIAR Unit	Advertising	Magazines	Radio	Video Games	Film Marketing



LEARNING JOURNEY Year 10 Media Studies

Ad Astra

<p>We will be learning about... Film Marketing for NEA production during IT lessons</p> <p>NEA – non exam assessment worth 30% of your GCSE.</p> <p>Research film posters and DVD covers for typical conventions, layout and design, research audiences and industry factors through a range of tasks</p> <p>Complete mock up of production, statement of aims, final production of DVD cover and film poster</p>	
We will develop our learning each week by focusing on:	RAG Rate
<p><u>Week 1 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> Introduction to the brief, what types of research you will need to conduct</p>	
<p><u>Week 2 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> pre-production processes: conduct primary and secondary research to target intended audience</p>	
<p><u>Week 3 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> pre-production processes: begin mock up designs, storyboard and pitching of ideas.</p>	
<p><u>Week 4 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><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</p>	
<p><u>Week 5 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> photo shoot – taking appropriate photos to use in production work, CTG Statement of Aims, begin film poster construction using Photoshop</p>	
<p><u>Week 6 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> begin film poster construction using Photoshop</p>	
<u>Half Term Week – Spring Bank Holiday</u>	
<p><u>Week 7 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> photo shoot – taking appropriate photos to use in production work, continue film poster construction using Photoshop</p>	
<p><u>Week 8 Key Learning</u></p> <p><u>Retrieval knowledge:</u> CTG DNA questions on set texts, revision clocks on paper 1 set texts as homework</p> <p><u>Knowledge:</u> photo shoot – taking appropriate photos to use in production work, continue film poster construction using Photoshop</p>	

Week 9 Key Learning <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, begin creating DVD front cover using Photoshop				
Week 10 Key Learning <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, begin creating DVD front cover, spine construction using Photoshop				
Week 11 Key Learning <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 DVD cover, spine, back cover including blurb construction using Photoshop/Word				
Week 12 Key Learning <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, finish constructing DVD front cover, spine, CTG blurb for back cover, using Word/Photoshop <u>Final Assessment: Completion of all elements of DVD cover and film poster</u>				
Week 13 Key Learning <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, CTG blurb, finish construction of DVD cover (all elements) using Photoshop/Word <u>CTG: Completion of all elements of DVD cover and film poster</u>				
Key Vocabulary				
<u>Media Language</u> Conventions of film posters and DVDs Logo Billing block Star rating Tagline Thumbnails Blurb	<u>Theories</u> Uses and gratifications reception theory Dyer's Star Theory Mulvey's Male Gaze Propp character types Todorov Narrative theory	<u>Industry</u> Franchise Certification Regulation Convergence intertextuality	<u>Audiences</u> Niche Mainstream Demographic Targeting <u>Representations</u> Gender Ethnicity Stereotypes Countertypes	

Future Learning (including real-life)
Mini assessments, end of Year 10 exams, mocks, final GCSE exams in Y11. Prepare for AS/A Level texts aimed at a wide range of audiences including 18+ Become media savvy individuals able to critique the media and the way it influences our lives. Understand how different media texts are consumed by audiences. Understand that the media communicate ideas to us all of the time and that all meanings are constructed versions of reality.

