

Secondary Curriculum Information Pro-Forma

Subject:

Media Studies

Subject Leader:

Jason Yates

YEAR 10	Theme Title	Key Areas of Knowledge Acquisition	Key Skills and Processes Learned
Term 1 (September – October)	Key Concepts	<ul style="list-style-type: none"> • Key concepts • Institution • Ideology • Representation • Audience 	<ul style="list-style-type: none"> • Understanding how to analyse different types of media and how they can be presented biased
Term 2 (November – December)	Moving Images 1	<ul style="list-style-type: none"> • Analysing openings of specific film or TV programs 	<ul style="list-style-type: none"> • Looking at how opening sequences use different techniques to engage an audience
Term 3 (January – February)	Moving Image Practical	<ul style="list-style-type: none"> • Applying understanding of different techniques to engage audiences 	<ul style="list-style-type: none"> • Developing ideas for opening sequences • Creating storyboards and scripts
Term 4 (March – April)	Advertising & Marketing	<ul style="list-style-type: none"> • Analysing 2 TV or print advertisements • Examining their effectiveness 	<ul style="list-style-type: none"> • Designing own advertising for a targeted product. • Scripting/storyboarding • Print advertisement design
Term 5 (April – May)	Conventions of the Magazine & Print	<ul style="list-style-type: none"> • Analysing front covers of different magazines or newspapers. • 	<ul style="list-style-type: none"> • Understanding how different elements are brought together in order to engage an audience
Term 6 (June – July)	Creating a Magazine	<ul style="list-style-type: none"> • Applying understanding of elements used in print to engage audiences. 	<ul style="list-style-type: none"> • Designing and producing the cover for one edition of a magazine or newspaper front cover, aimed at a specific target audience