



## KS3 Media Studies (2018 onwards)

<u>Autumn Term</u>	<u>Topic</u>	<u>Further Details About The Topic</u>
First half of the term: September – October 2018	<b>Introduction to the world of Media Studies</b> & the 4 major concepts for learning : <ul style="list-style-type: none"> <li>• Media Language</li> <li>• Industry</li> <li>• Representation</li> <li>• Audience</li> </ul> & <b>The Advertising Industry</b> <i>(Targeting UK Audiences)</i>	<p>Scholars will begin to develop an awareness of advertising and its relevance in the world around us. Guided through a series of activities designed to provide practical application (through the use of computer programmes such as Microsoft Word, Power Point and Publisher , &amp; Adobe Photoshop) scholars will have an opportunity to analyse the codes and conventions associated with audio/visual, print and online formats, whilst learning how the industry operates in the UK.</p> <p>This part of the course supports literacy growth as scholars will also have opportunities to investigate the impact trending vocabulary has on UK audiences.</p>
Second half of the term : November – December 2018	<b>The Magazine Industry</b> <i>(UK Popular Culture)</i>	<p>Scholars will now focus their attention on the key skill of REPRESENTATION, learning how to analysis the way images and language are used to steer reader's views and tastes.</p> <p>Scholars will investigate key terms, such as STEREOTYPES, DEMOGRAPHICS in the search to uncover what makes the UK Magazine market so successful and influential when it comes to trends, fads, 'fomo', celebrity status, &amp; other aspects of popular UK culture.</p> <p>Guided through a series of technical studies, scholars will apply their skills to create their own magazine covers, developing production skills [Windows and iOS systems] as they work in teams to beat the clock and meet publishing deadlines.</p>
<u>Spring Term</u>	<u>Topic</u>	<u>Further Details About The Topic</u>
First half of the term : January – February 2019	<b>The Music Industry</b> <i>(Global Marketing &amp; Promotion)</i>	<p>Now equipped with a range of specialist language and technical terminology, scholars will examine the Music Industry through the specific PLATFORMS of A/V Promotion, Social Media and Digital Radio.</p> <p>The aim of the project is to understand the way the industry brings new talent</p>



		<p>to the surface and how it sustains long term artistes in the public light. Scholars will analyse online services such as YouTube and discover the potential of film to promote music. Attention will be drawn towards the way the industry operates and scholars will get the opportunity to learn the history behind the industry as it copes with the ever changing FORMATS used to present Artistes/Bands to the public. Guided by a series of case studies, scholars will then apply their key skills [photography, film production, copywriting] to create and promote a brand new band on two DIGITAL PLATFORMS. Scholars will get to grips with the Pre &amp; Post Production processes from planning to practical application as they assert their knowledge of REPRESENTATION, AUDIENCE, &amp; INDUSTRY.</p>
Second half of the term : February – April 2019	<b>The Film Industry</b> <i>(Narrative Theory Study)</i>	<p>This part of the year will focus on scholar's writing skills as we unpick the complex world of the most influential audio/visual genres, to understand HYBRID (or) CROSSOVER genres and in particular, how they represent their time – artistically, politically, technically. Scholars will also gain an understanding of the way the industry functions when promoting new films, examining the role of the TEASER TRAILER in cinemas and through online providers. Particular attention will be given to examining <u>SAFEGUARD</u> mechanisms in the industry in the shape of Film CENSORSHIP &amp; CLASSIFICATION. Attention will be drawn towards STORYBOARDING &amp; SCREEN WRITING techniques, to be better informed about the value of film as a part of UK culture. Studies will then focus on specific NARRATIVE THEORY associated with the film industry working towards an extended essay to build their literacy skills &amp; specialist narrative theory vocabulary in the process.</p>



Summer Term	Topic	Further Details About The Topic
<p>First half of the term : May – June 2019</p>	<p><b>The Newspaper Industry</b></p>	<p>News shapes our understanding of events and influences opinions. Scholars will take an in depth look at the changing face of the British Newspaper Industry and its shift to providing an online service.</p> <p>Composition Terminology such as, MASTHEAD, HEADLINE, STRAPLINE, BY-LINE, &amp; STANDFIRST will be addressed, as scholars differentiate between BROADSHEET and TABLOID 'papers and their target audiences.</p> <p>Scholars will learn about FREE PRESS and how political views can shape current affairs.</p> <p>The focus of attention will be on National Newspapers, to help compare and contrast delivery of news.</p> <p>Ultimately scholars will learn about how the Industry is coping with a decline in circulation figures by turning to online formats and subscription services.</p> <p>The eventual goal will be to construct front page news (HARD NEWS), pulling together theories from throughout the year that focus on REPRESENTATION.</p> <p>Microsoft PUBLISHER will be the key programme but students will also access PHOTOSHOP to learn how to position the reader through CROPPING and other forms of editing.</p>
<p>Second half of the term : June – July 2019</p>	<p><b>Independent Project</b> <i>(The value of examination style coursework)</i></p>	<p>Scholars will be provided with a choice of mock GCSE coursework practicals, to apply and consolidate their skills from the year.</p> <p>Scholars will be provided with a set of rules and deadlines in order to provide</p> <ul style="list-style-type: none"> <li>- A written statement of intent</li> <li>- A Pre-Production plan</li> <li>- A practical product</li> <li>- A written evaluation.</li> </ul> <p>Scholars will have full access to still and film camera equipment, Microsoft programmes (including Movie Maker), iOS iMovie, &amp; Adobe Photoshop.</p> <p>Strict deadlines will be in place to prepare for entry in their GCSE years in Year 10.</p>