

Media

EVOLVING
MEDIA
EXAM
2 HOURS

MEDIA
MESSAGES
EXAM
2 HOURS



Study of the
Disney
films



Production,
distribution and
consumption of
Animal Crossing.



Study of a Radio
One Breakfast
Show episode.



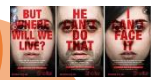
NEA
(final
submissi
on Jan)

FILM –
Snow
White and
Shang Chi

GAMING
Animal
Crossing

YEAR
13

RADIO
The Radio
One
Breakfast
Show



Study of Dove,
River Island and
Shelter advertising
campaigns

Media
theorists
(applicable
to News
and LFTVD
sections).

Study of Lupin and
Stranger Things
(including theory).



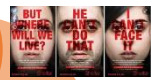
Study of print
and online
news (including
theory)



Study of two music
videos (Radiohead
and Sande).



Analysis of
The Big Issue
front covers.



ADVERTISING

THEORISTS

Learners develop
ideas in
response to a brief.

Learners need to produce sector-specific planning materials that are
sufficiently detailed to enable the client to visualise the proposed product.

Learners will
apply production
skills and
techniques to
the creation of
their media
product.

YEAR
12

COMPONENT
THREE
LEARNING
(Create a Media
Product in
Response to
Brief)
External
Assessment

COMPONENT
THREE
LEARNING
(Create a Media
Product in
Response to
Brief) Collection
of Assets

COMPONENT
THREE
LEARNING
(Create a Media
Product in
Response to
Brief) Research
and Planning

COMPONENT
TWO
(Developing
Skills)
LEARNING
AIM C

Learners must track their progress during this
component, reflecting on their development
of skills.

COMPONENT
TWO
(Developing
Skills)
LEARNING
AIM A

COMPONENT
TWO
(Developing
Skills)
LEARNING
AIM B

Learners will apply media production skills and
techniques through the following media
practices: pre-production, production and post-
production.

Learners will participate in
workshops and classes to develop
media production skills and
techniques appropriate to one, or
all, of the following media
sectors: audio/moving image,
publishing and interactive media.



Looking at a range of
media products,
learners will examine
how media products
engage audiences for
a given purpose. They
will develop their
understanding of the
relationship between
media products, their
audiences and
purposes.

COMPONENT
ONE
(Exploring
Media
Products)
LEARNING
AIM A

Learners will explore how genre,
narrative and representation are
combined to engage an audience.
They will deconstruct media
products to examine how media
production techniques combine to
create meaning for audiences.

COMPONENT
ONE
(Exploring
Media
Products)
LEARNING
AIM B

YEAR
11

MARVEL

YEAR
10

Students will explore the three sectors of Media – AV,
publishing and interactive - through a whistle-stop tour of
the Marvel Comic Universe. The unit culminates with a
group project – students devise a concept for a brand
new Marvel film.

