ORMISTON SWB ACADEMY

[OAT] Ormiston Academies Trust

AN OAT ACADEMY

Media Studies Learning Journey

Year 13

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Knowledge and Skills Gained

- Photoshop: Manipulate images using advanced tools
- Apply knowledge to own creative ideas
- Purpose of advertising methods including print and audio visual
- Unit 22/ Unit 20: Advertising a media product
- Idea generation: writing your own script
- Evaluate the success of media advert campaigns
- Be able to evaluate own work, reflect of feedback and make purposeful changes

C/O/R/E

- Guest speaker (script writing), Wolverhampton Uni visit/ workshop
- Purpose of a script for a specific audience
- Unit 22: Script writing a media product
- Unit 21: Planning and pitching a media product

Year 12

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Knowledge and Skills Gained

- Apply knowledge of pre-production to own ideas to create documents such as storyboards, scripts and concept art.
- Evaluate the success of media companies
- Applying pre-production skills to create a magazine
- Apply knowledge of pre-production to own ideas to create professional documents including storyboards, scripts and concept art.

C/O/R/E

- Take own photographs
- Understand the media industry including knowledge of conglomerates, synergy, production job roles, research methods
- Trip to BBC Mailbox, Guest Speaker (pre-production),
- Unit 3: Creation of media product
- Unit 2: Pre-production and planning
- Unit 1: Industry and audiences
- Unit 1: Industry and audiences
- Introduction to Media key concepts

Year 11

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Knowledge and Skills Gained

- Understand purpose of pre-production documents including storyboards, scripts, visualisation documents
- Apply pre-production, production and post-production skills to create a magazine
- Creative ideas generation, Time Management
- Photoshop: Confidently use tools to create a magazine layout with text and images
- Confidently apply pre-production techniques to a consistently high standard using media key words
- Photoshop: Apply techniques creatively understanding how ideas will appeal to the audience.

C/O/R/E

- Practical skills development and idea generation
- Component 3: Creating a media product to a set brief
- Component 2: C1: Review of progress and development
- Component 2: B3: Post-production processes and practices
- Component 2: B2 Production processes and practices
- Component 2: B1 Pre-Production processes and practices
- Component 2: A1 Developing digital media production skills

Year 10

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Knowledge and Skills Gained

- Define, explain and apply: Genre, Narrative, Audience, Representation
- Recognise key camera shots and explain their purpose
- Photoshop skills workshops
- OneNote: Navigate and edit OneNote workbook.
- Analyse the relationships between media products and audiences
- Photoshop: •Manipulate images using advanced tools •Justify image and font choices

C/O/R/E

- Building resilience through improvement of work
- Component1: B2: How media production techniques create meaning
- Component 1: B1: Genre, narrative, representation
- Component 1: A: Exploring media products – Audience and purpose
- Practical: Film poster creation
- Introduction to Media key concepts