Media Studies Learning Journey

ORMISTON SWB ACADEMY

[OAT] Ormiston Academies Trust

AN OAT ACADEMY

Year 10

ORMISTON SWB ACADEMY

Knowledge and Skills Gained

- Introduction to Media key concepts
- Practical: Film poster creation
- Component 1A: Exploring media products – Audience and purpose
- Component 1B: How media production techniques create meaning
- Component 2A: Production skills development

CORE

Building resilience through improvement of work

Year 11

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Knowledge and Skills Gained

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

CORE

Practical skills development and idea generation

Year 12

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Knowledge and Skills Gained

- Developing digital media production skills and tecniques
- Component 2B: Pre- Production processes and practices
- Component 2B: Production processes and practices
- Component 2B: Post-production processes and practices
- Component 2C: Review of progress and development
- Component 3: Creating a media product to a set brief
- Photoshop: Apply techniques creatively understanding how ideas will appeal to the audience.
- Confidently apply pre-production techniques to a consistently high standard using media key words
- Photoshop: Confidently use tools to create a magazine layout with text and images
- Creative ideas generation, Time Management
- Apply pre-production, production and post-production skills to create a magazine
- Understand purpose of pre-production documents including storyboards, scripts, visualisation documents

CORE

- Viral advertising campaign creation
- Unit 2: The importance of Pre-production and planning
- Unit 3: Creation of a media product to a set brief
- Trip to BBC Mailbox, Guest Speaker (pre-production),
- Understand the media industry including knowledge of conglomerates, synergy, production job roles, research methods
- Take own photographs
- Apply knowledge of pre-production to own ideas to create documents such as storyboards, scripts and concept art.

Year 13

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- Unit 1: Industry and audiences
- Apply knowledge of pre-production to own ideas to create professional documents including storyboards, scripts and concept art.
- Applying pre-production skills to create a magazine
- Evaluate the success of media companies

CORE

- Unit 21: Planning and pitching a media product
- Unit 22: Script writing a media product
- Guest speaker (script writing), Wolverhampton Uni visit/ workshop
- Unit 20: Create a Cross media advertising campaign for a new soft drink
- Idea generation: writing your own script
- Purpose of advertising methods including print and audio visual
- Apply knowledge to own creative ideas
- Photoshop: Manipulate images using advanced tools
- Be able to evaluate own work, reflect of feedback and make purposeful changes
- Evaluate the success of media advert campaigns