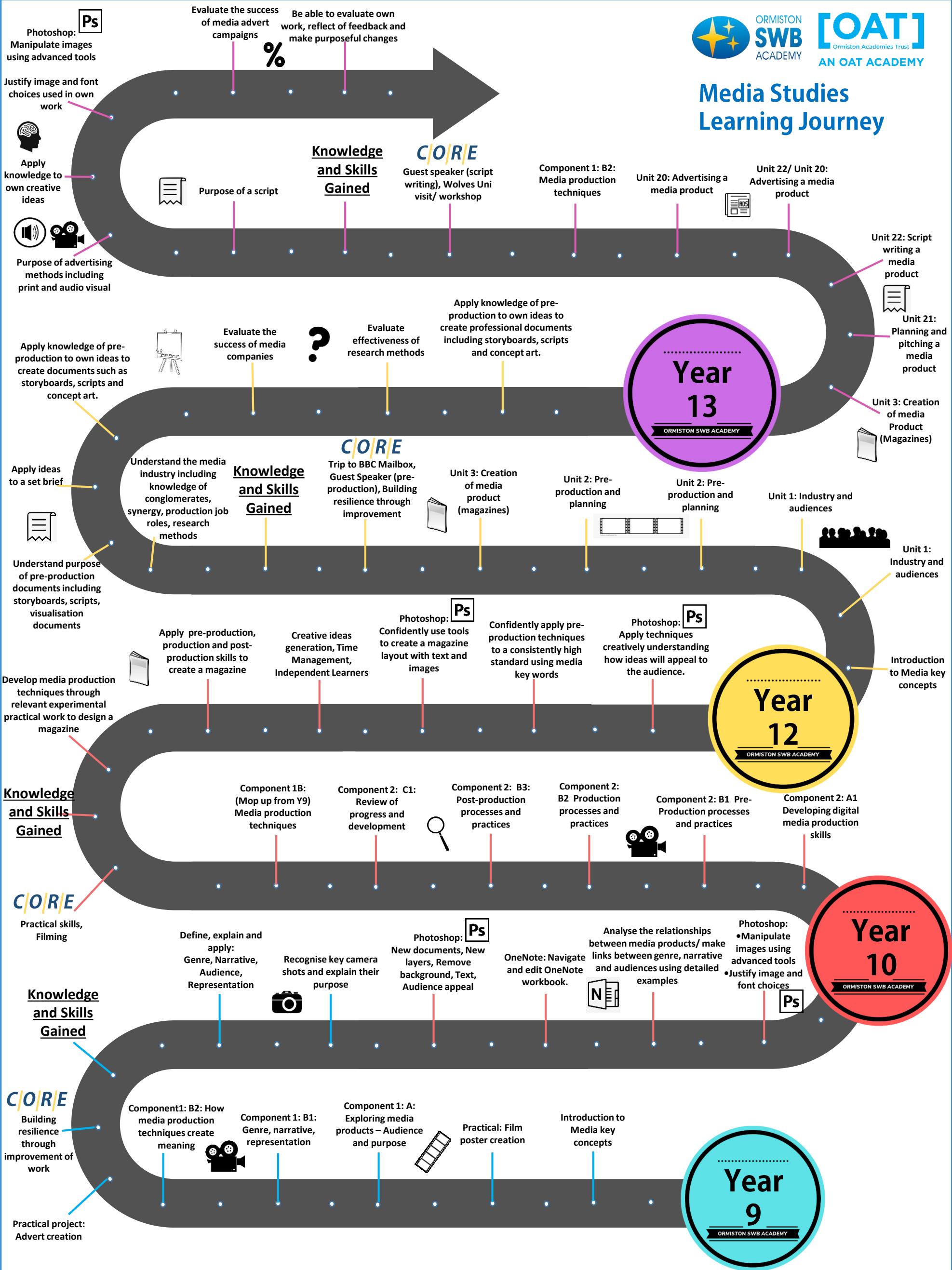


Media Studies Learning Journey



Year 9
ORMISTON SWB ACADEMY

CORE
Building resilience through improvement of work
Practical project: Advert creation

Component 1: 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

Knowledge and Skills Gained

Define, explain and apply: Genre, Narrative, Audience, Representation
Recognise key camera shots and explain their purpose
Photoshop: New documents, New layers, Remove background, Text, Audience appeal
OneNote: Navigate and edit OneNote workbook.
Analyse the relationships between media products/ make links between genre, narrative and audiences using detailed examples
Photoshop: Manipulate images using advanced tools
Justify image and font choices

Year 10
ORMISTON SWB ACADEMY

Knowledge and Skills Gained

Component 1B: (Mop up from Y9) Media production techniques
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

Develop media production techniques through relevant experimental practical work to design a magazine

Apply pre-production, production and post-production skills to create a magazine
Creative ideas generation, Time Management, Independent Learners
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.

Year 12
ORMISTON SWB ACADEMY

Understand purpose of pre-production documents including storyboards, scripts, visualisation documents

Understand the media industry including knowledge of conglomerates, synergy, production job roles, research methods
Unit 3: Creation of media product (magazines)
Unit 2: Pre-production and planning
Unit 2: Pre-production and planning
Unit 1: Industry and audiences

Apply ideas to a set brief

Evaluate the success of media companies
Evaluate effectiveness of research methods
Apply knowledge of pre-production to own ideas to create professional documents including storyboards, scripts and concept art.

Year 13
ORMISTON SWB ACADEMY

Apply knowledge of pre-production to own ideas to create documents such as storyboards, scripts and concept art.

Purpose of a script
Guest speaker (script writing), Wolves Uni visit/ workshop
Component 1: B2: Media production techniques
Unit 20: Advertising a media product
Unit 22/ Unit 20: Advertising a media product

Apply knowledge to own creative ideas

Justify image and font choices used in own work

Photoshop: Manipulate images using advanced tools

Evaluate the success of media advert campaigns
Be able to evaluate own work, reflect of feedback and make purposeful changes

Knowledge and Skills Gained

CORE

Unit 22: Script writing a media product
Unit 21: Planning and pitching a media product
Unit 3: Creation of media Product (Magazines)