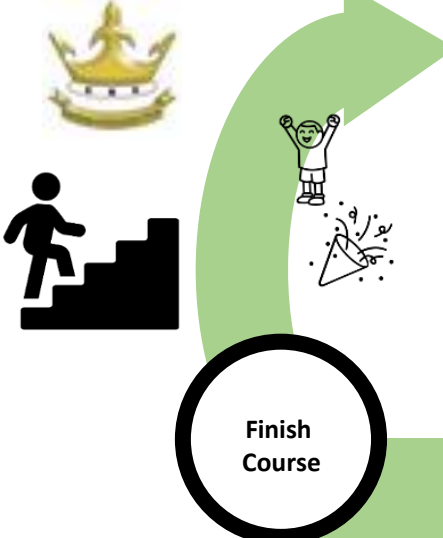
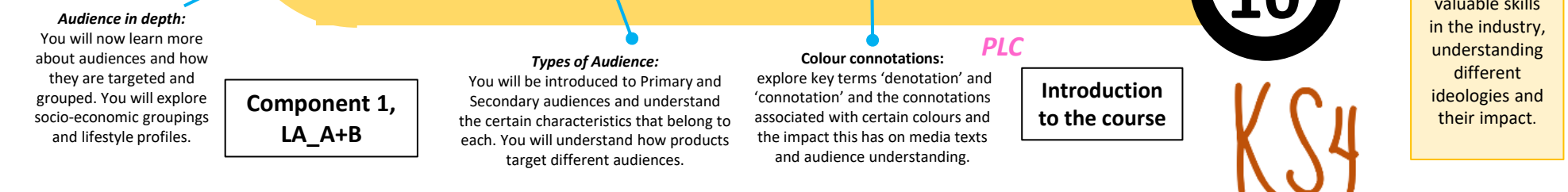
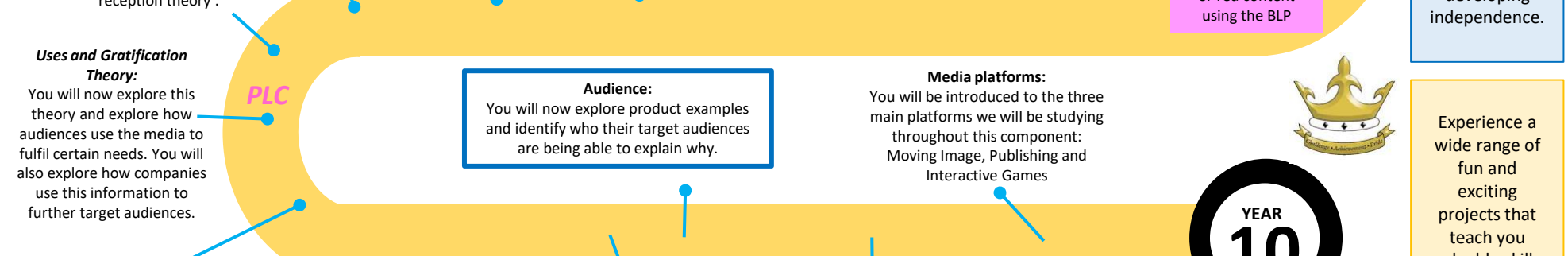
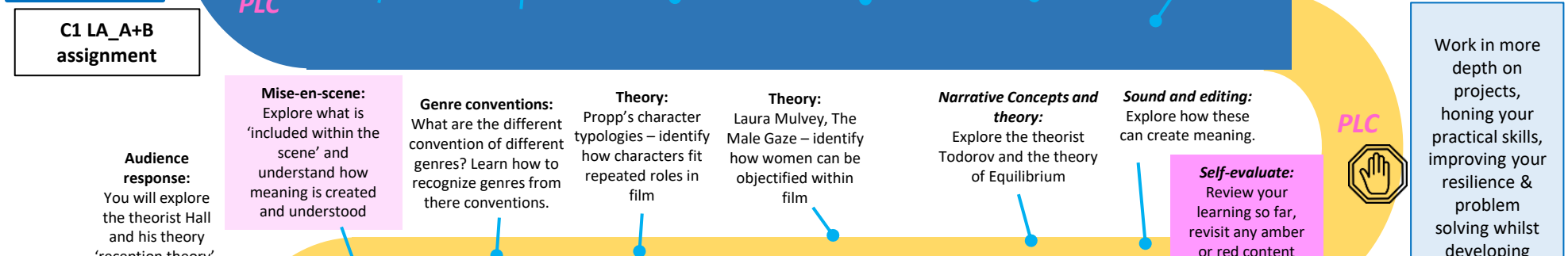
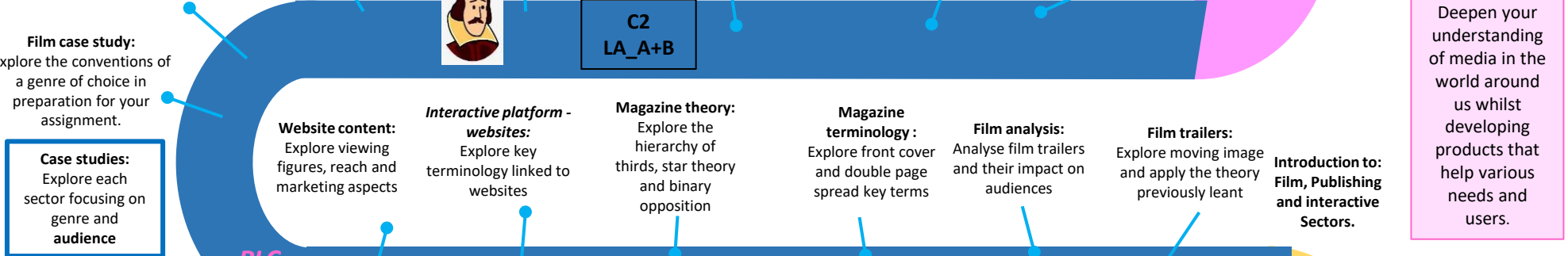
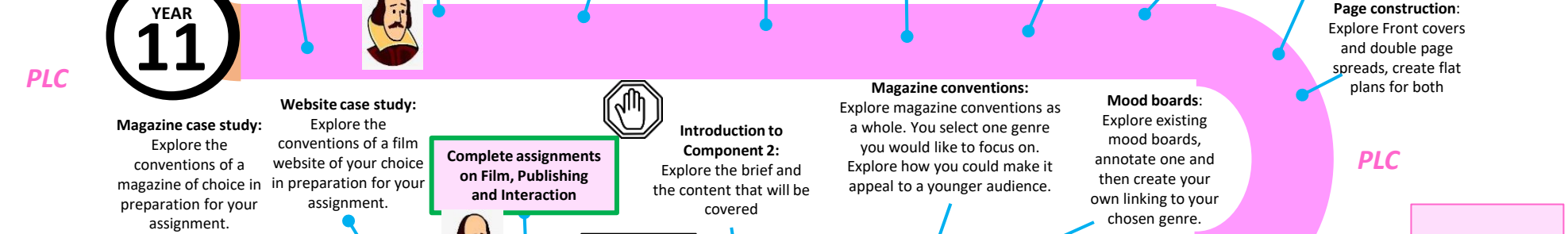
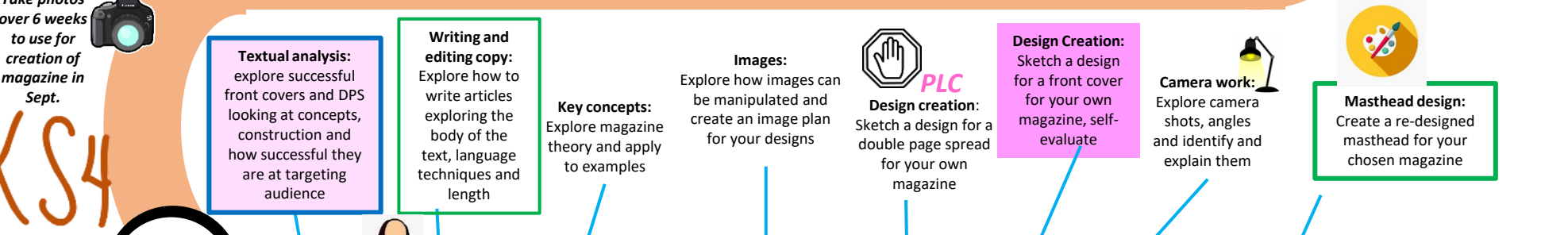
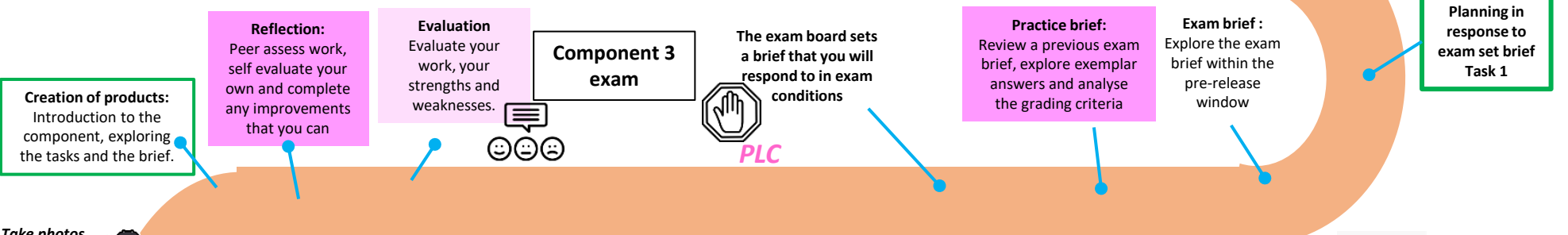


CREATIVE MEDIA



Key:

- Audience theme
- Responding to a brief: theme
- Skill – extended writing
- Skill – analysis, self reflection (metacognition)



Deepen your understanding of media in the world around us whilst developing products that help various needs and users.

Work in more depth on projects, honing your practical skills, improving your resilience & problem solving whilst developing independence.

Experience a wide range of fun and exciting projects that teach you valuable skills in the industry, understanding different ideologies and their impact.

Creation of products: Introduction to the component, exploring the tasks and the brief.

Reflection: Peer assess work, self evaluate your own and complete any improvements that you can

Evaluation Evaluate your work, your strengths and weaknesses.

Component 3 exam

The exam board sets a brief that you will respond to in exam conditions

Practice brief: Review a previous exam brief, explore exemplar answers and analyse the grading criteria

Exam brief : Explore the exam brief within the pre-release window

Planning in response to exam set brief Task 1

Take photos over 6 weeks to use for creation of magazine in Sept.

Textual analysis: explore successful front covers and DPS looking at concepts, construction and how successful they are at targeting audience

Writing and editing copy: Explore how to write articles exploring the body of the text, language techniques and length

Key concepts: Explore magazine theory and apply to examples

Images: Explore how images can be manipulated and create an image plan for your designs

Design creation: Sketch a design for a double page spread for your own magazine

Design Creation: Sketch a design for a front cover for your own magazine, self-evaluate

Camera work: Explore camera shots, angles and identify and explain them

Masthead design: Create a re-designed masthead for your chosen magazine

Page construction: Explore Front covers and double page spreads, create flat plans for both

YEAR 11

Magazine case study: Explore the conventions of a magazine of choice in preparation for your assignment.

Website case study: Explore the conventions of a film website of your choice in preparation for your assignment.

Complete assignments on Film, Publishing and Interaction

Introduction to Component 2: Explore the brief and the content that will be covered

Magazine conventions: Explore magazine conventions as a whole. You select one genre you would like to focus on. Explore how you could make it appeal to a younger audience.

Mood boards: Explore existing mood boards, annotate one and then create your own linking to your chosen genre.

Film case study: Explore the conventions of a genre of choice in preparation for your assignment.

Case studies: Explore each sector focusing on genre and audience

Website content: Explore viewing figures, reach and marketing aspects

Interactive platform - websites: Explore key terminology linked to websites

Magazine theory: Explore the hierarchy of thirds, star theory and binary opposition

Magazine terminology : Explore front cover and double page spread key terms

Film analysis: Analyse film trailers and their impact on audiences

Film trailers: Explore moving image and apply the theory previously learnt

Introduction to Film, Publishing and interactive Sectors.

C1 LA_A+B assignment

Audience response: You will explore the theorist Hall and his theory 'reception theory'.

Mise-en-scene: Explore what is 'included within the scene' and understand how meaning is created and understood

Genre conventions: What are the different convention of different genres? Learn how to recognize genres from there conventions.

Theory: Propp's character typologies – identify how characters fit repeated roles in film

Theory: Laura Mulvey, The Male Gaze – identify how women can be objectified within film

Narrative Concepts and theory: Explore the theorist Todorov and the theory of Equilibrium

Sound and editing: Explore how these can create meaning.

Self-evaluate: Review your learning so far, revisit any amber or red content using the BLP

Uses and Gratification Theory: You will now explore this theory and explore how audiences use the media to fulfil certain needs. You will also explore how companies use this information to further target audiences.

PLC

Audience: You will now explore product examples and identify who their target audiences are being able to explain why.

Media platforms: You will be introduced to the three main platforms we will be studying throughout this component: Moving Image, Publishing and Interactive Games

YEAR 10

Audience in depth: You will now learn more about audiences and how they are targeted and grouped. You will explore socio-economic groupings and lifestyle profiles.

Component 1, LA_A+B

Types of Audience: You will be introduced to Primary and Secondary audiences and understand the certain characteristics that belong to each. You will understand how products target different audiences.

Colour connotations: explore key terms 'denotation' and 'connotation' and the connotations associated with certain colours and the impact this has on media texts and audience understanding.

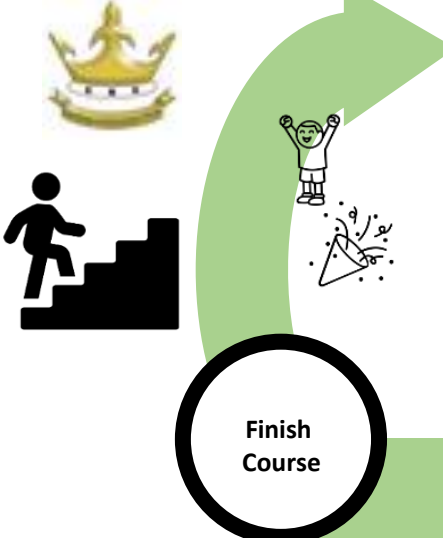
Introduction to the course

KS4

A LEVEL FILM STUDIES

Key:

Key assessment
Wider study/ contexts: theme
Skill – extended writing
Skill – analysis, self reflection (metacognition)



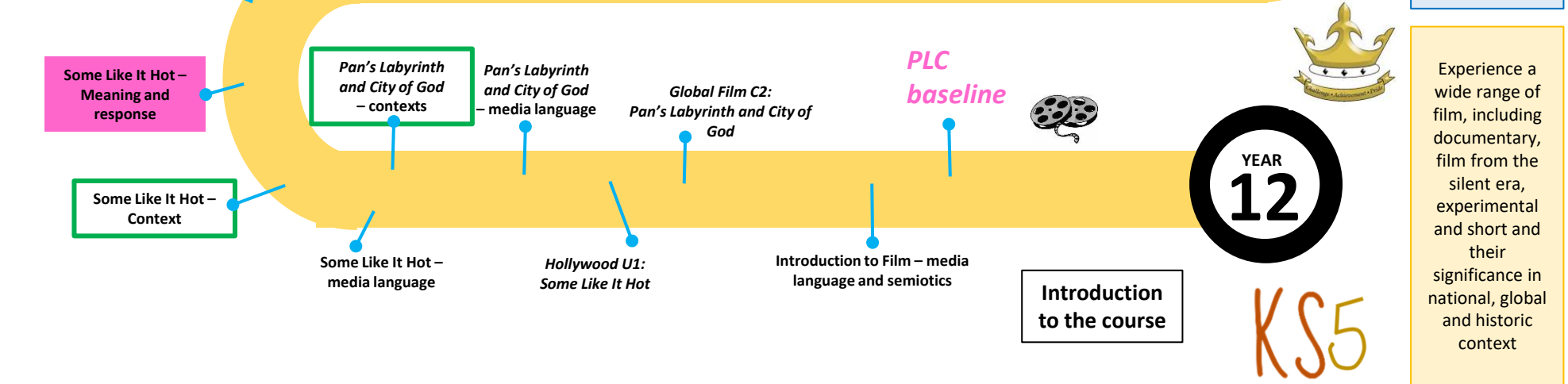
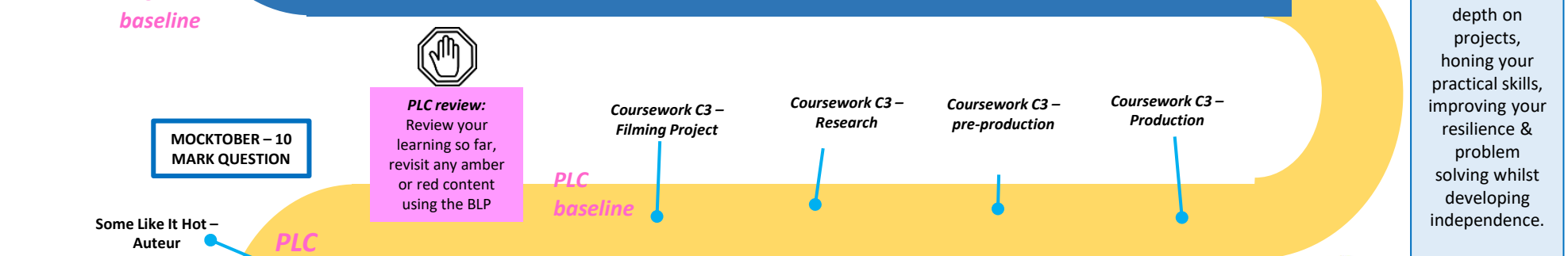
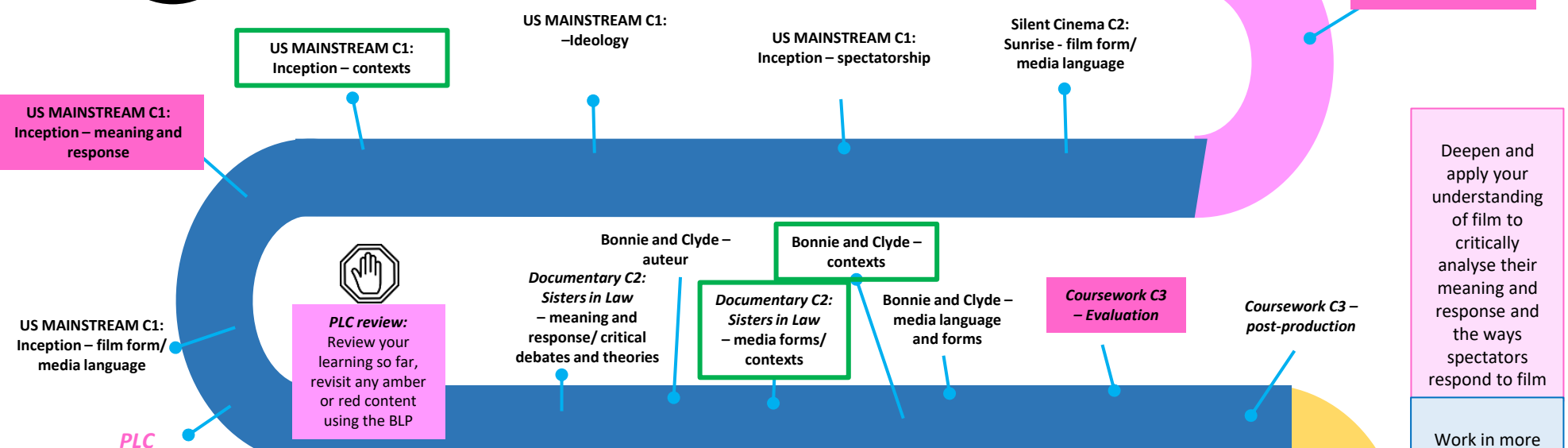
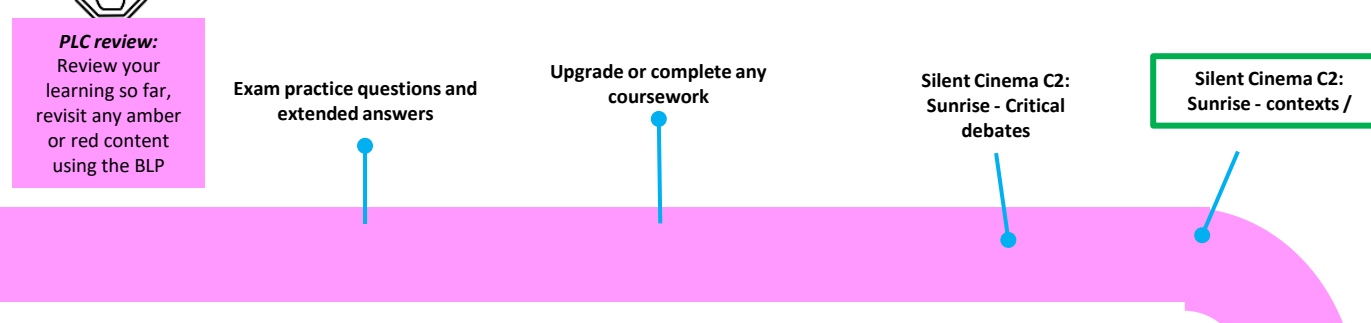
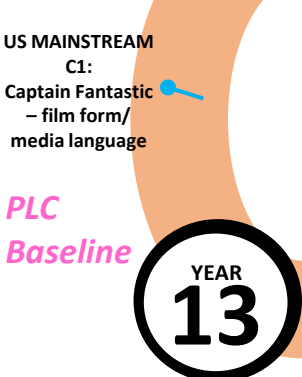
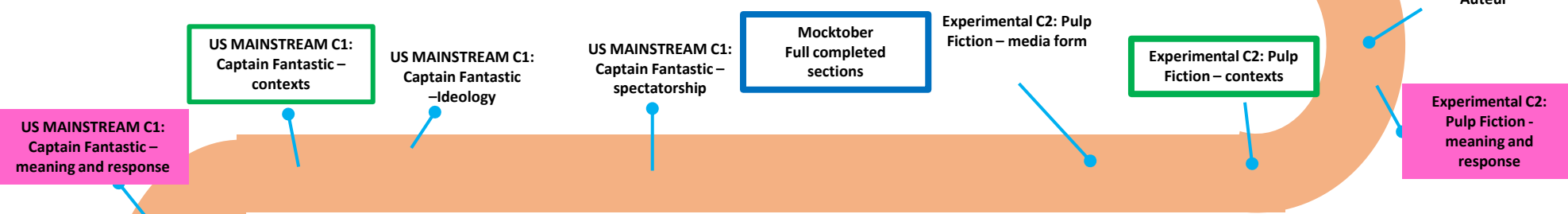
Finish course

2.5 -hour exam C2

2.5 -hour exam C1

C1 and C2 revision and past papers

Full Mock Exam practice



Deepen and apply your understanding of film to critically analyse their meaning and response and the ways spectators respond to film

Work in more depth on projects, honing your practical skills, improving your resilience & problem solving whilst developing independence.

Experience a wide range of film, including documentary, film from the silent era, experimental and short and their significance in national, global and historic context