



Year 9/10 Media Studies GCSE (9-1)	
Term	Curriculum outline
Autumn 1	<p>Introducing Media Language: Introduction to Media terminology and key concepts: camerawork, editing, soundtrack, mise-en-scene. Produce sheet with different camera shots. Practise responses in these areas to various audio visual products. Introduce Representation and analyse characters/ values in a range of films. Stereotyping on television, in print, advertising etc</p>
Autumn 2	<p>Creative tasks: Pitch new TV series for specific audiences – teenagers, children’s, older generation. Expectations of different audiences. Look at range of magazines – lifestyle, fashion, home, music, current affairs. Look at layout. Create a magazine front page for a specific audience – expectations?</p>
Spring 1	<p>Video Games – look at the industry specific games. PEGI ratings. Advertising: examples on TV, online, print. Create an advert for a video game. Pick a conglomerate and show vertical integration</p>
Spring 2	<p>Textual analysis skills: Propp – especially Proppian hero/villain roles. Watch film clips and practice. Uses and gratifications – Blumer and Katz Feminist approaches. Film certification: roles of BFI and BBFC</p>
Summer 1	<p>Students’ individual mini production chosen from 4 briefs: Print Audio/visual Music video Online/social and participatory</p> <p>Research and planning Addressing intended audience Representation strategies</p> <p>Write Statement of Intent for submission</p>
Summer 2	As above