

Year 10

- Key terminology and theory
- Production skills, filming and editing on Premiere Pro.
- Designing images on Photoshop

Case Studies

- Zoella - online vlogger and blogger Online, Social and Participatory Media.
<https://www.zoella.co.uk> - website
<https://www.youtube.co.uk/user/zoella280390> - Youtube channel
<https://twitter.com/zoella> - Twitter <https://www.instagram.com/zoella> - Instagram
- Kim Kardashian; Hollywood - video game Product: Kim Kardashian social media – Online, social and participatory <https://www.kimkardashianwest.com>
<https://www.facebook.com/kimkardashian>
<https://twitter.com/kimkardashian?lang>
- Video Game: Lara Croft Go (2015)

Summer holiday homework:

- **Begin and complete coursework pre-production – deadline first lesson back in September.**

Year 11

Throughout Year 11, lessons will be split between coursework and applying terms and theory to close study products (case studies) at certain points during the year.

Term 1

Testing knowledge from last year – students then discuss answers to discuss which is correct and then feedback of correct answers.

Teach Photoshop skills in a few lessons. Students told to stay after school to work on projects.

- Coursework based on an assignment brief provided by the exam board. – **Deadline Christmas to be monitored once every two weeks to complete the work.**
- Music Video: Arctic Monkeys - I Bet You Look Good on the Dance Floor (2005)
<https://www.youtube.com/watch?v=pK7egZaT3hs>
- Music Video: One Direction - History
<https://www.youtube.com/watch?v=yimp8CoZBlo>
- Newspapers –The Daily Mirror
- Newspapers –The Times

Mock exam

- Advertising and Marketing – Television advertisement for Galaxy
<https://www.youtube.com/watch?v=Sw-9zMEDzRM>
- Advertising and Marketing – NHS Blood and Transplant online campaign video Represent featuring Lady Leshurr
https://www.youtube.com/watch?v=4YUbquK_Oal
- Advertising and Marketing – OMO Print advert from Woman's Own magazine, 5 May 1955

Mock exam

Term 2

- Film: Doctor Strange (dir. Scott Derrickson 2016)
<https://www.youtube.com/watch?v=wwcSki7r9cQ> (Official trailer)
- Film: I, Daniel Blake (dir Ken Loach, 2016)
https://www.youtube.com/watch?v=ahWgxw9E_h4 (Official trailer)
- Print (Magazines) – Front cover of Tatler April 2017

Mock exam

- Print (Magazines) – Front cover of Reveal 18 March 2017
- Radio – Radio 1 Launch Day. Tony Blackburn's breakfast show. Sept 1967 (excerpts) http://www.radiorewind.co.uk/radio1/radio_1_launch_day.htm
- Radio – Julie Adenuga Beats 1 Radio <http://www.julieadenuga.com/>

Mock exam

Term 3

- Product: Class (2016) BBC TV Series. Episode 4: Co-owner of a lonely heart – Television Available on iPlayer until October 2017 and also on DVD
- Product: Dr Who (1963) BBC TV Series. Episode 1: An Unearthly Child – Television
http://www.dailymotion.com/video/xv7u66_s1xe01-an-unearthly-child_shortfilms Also available on DVD

Mock exam

Please note: These topics are available in more detail in terms of the types of questions students need to know the answer to, therefore students can begin researching these topics as soon as possible.

- **Revision**

Homework:

Homework will be used to practice exam questions based on the case studies as they are being taught.

Revision of the key concepts should be understood in order to apply key terminology and theory to the case studies. Knowledge organisers are useful please see attached.

Revising the content of the case studies should be learnt on a regular basis, because there are so many of them and therefore leaving revision until the last minute may cause unnecessary pressure.

Improving essay writing skills and therefore grades.

The examinations in 2019

Paper 1	<p>35% of GCSE</p> <p>Media Language and Representations</p> <p>Media Industries and Media Audiences</p> <p>Plus questions about close study products</p> <p>1 hour 30 mins</p>
Section A	<ul style="list-style-type: none"> • Media Language and Representations • Magazines • Advertising and marketing • Newspapers • Online, social and participatory media and video games.
Section B	<ul style="list-style-type: none"> • Media Industries and Media Audiences • Radio • Music Video • Newspapers • Online, social and participatory and video games. • Film (Industries only)
Paper 2	<p>35% of GCSE</p> <p>Close Study Product and theoretical framework</p> <p>Short medium and extended response questions assessing</p>

	<p>depth of knowledge and understanding of the course.</p> <p>1 hour 30 mins</p>
Section A	<ul style="list-style-type: none"> • Screenings of 1 extract of one of the TV Close Study Products and tested on any theoretical framework.
Section B	<ul style="list-style-type: none"> • Newspapers or • Online, social and participatory media and video games on any theoretical framework
Coursework	<p>30% of GCSE</p> <p>Brief related text starts in Year 11 - unknown</p> <p>Skills taught in Year 10</p>

