**Academic Year 2020 – 2021**

**Media Department Curriculum**

**Remote Learning Plan – Schemes of Learning Overview**

**Year 10:**

Term 1

|  |  |
| --- | --- |
|  | **Core content** |
| Brief | Double click on the slides below: |
| Curriculum |  |

**Please see documents below to support your learning.**

**B: Explore how media products are created to provide meaning and engage audiences**

In your role as a junior researcher they have asked you to write a report reviewing a range of media products from the audio/moving sector that have been produced by their competitors to analyse their purpose and how they have been created to **engage** their audiences.

They have then asked that you focus on a range of products from the one sector (films and TV) You will need to analyse how **genre, narrative, representation and production techniques** are used to create **meaning** for the audiences. Your findings will be used to help develop new media products for the teen audience.

**Choose 3 audio/visual products (either films or tv shows)**

**Explore the following for each -**

* The narrative of the product (<https://youtu.be/c2euxL1z4dY>)
* The generic influences and how the products **use** or **subvert** the codes and conventions of that genre
* Representation of people, places, issues and events (<https://youtu.be/7AVAXe219RQ>)
* How genre, narrative and representation combine to create meaning for the audience (<https://youtu.be/v2vOhTNmRrA>)

* How different audiences may interpret the product (<https://youtu.be/Zaa0YpsnGpc>)

**For audio/moving image media products you could consider use of:**

* **Camerawork –** What shot types are used? (<https://youtu.be/jE_wTuLN48A>)
* **Mise en scène –** Everything in the scene (props, facial expressions, setting, body language) (<https://youtu.be/TMbWa8sqQOg>)
* **Lighting** – Is it high key (bright/Normal) or low key (dark/low lighting)
* **Sound –** Is it Diegetic (exists in the scene) or Non-Diegetic (Voiceover or soundtrack)
* **Editing techniques –** Are there fast cuts to the edit, or is it filmed in a single take? How do the editing techniques make the audience feel?

**Mr Maddison’s slides link (use these to help you) -** [**http://bit.ly/MrM4dds**](http://bit.ly/MrM4dds)

**PRODUCT 1 –**

Insert images (and a link if available!) of your product here

**Explore how this media product is created to provide meaning and engage audiences**

**PRODUCT 2 -**

Insert images (and a link if available!) of your product here

**Explore how this media product is created to provide meaning and engage audiences**

**PRODUCT 3 –**

Insert images (and a link if available!) of your product here

**Explore how this media product is created to provide meaning and engage audiences**

**Media studies report**

**Learning aim A: Investigate media products**

Select examples of past and present media products from each of the three sectors: audio/moving image, publishing and interactive and analyse:

***o the target audience for each product***

***o the purpose of each product***

***o the relationship between product, audience and purpose.***

***MOVING IMAGE – (TV Show, trailer or film)***

***IMAGES AND SCREENSHOTS GO HERE***

Discuss the following here –

o the target audience for each product

o the purpose of each product

o the relationship between product, audience and purpose.

***PRINT – (Flyer, poster or magazine)***

***IMAGES AND SCREENSHOTS GO HERE***

Discuss the following here –

o the target audience for each product

o the purpose of each product

o the relationship between product, audience and purpose.

***INTERACTIVE – (Website, game or app)***

***IMAGES AND SCREENSHOTS GO HERE***

Discuss the following here –

o the target audience for each product

o the purpose of each product

o the relationship between product, audience and purpose.