



Year 9 Media

The Year 9 curriculum begins with an introduction to Media Studies, covering all areas of the media theoretical framework: Media language, media industries, media audiences, and media representations. This is done as a holistic approach by studying and making links between various media texts, audiences, and industries. After the introductory unit, students conduct an in-depth case study of advertising, which allows students to explore a range of media forms, including print, television, radio, online, film, and video-game. This unit also builds students' knowledge, analytical skills, practical skills, independence, teamwork, and working to deadlines. This then builds into conducting the first teaching of GCSE exam topics towards the end of Year 9.

Methods of deepening and securing knowledge:	
Spaced practice	Students study all parts of the theoretical framework and this is repeated throughout the course.
Retrieval practice	Quizizz.com is used as starters to revisit different topics not currently being studied.
Elaboration	Students conduct a number of in-depth case studies on media texts, forms, and industries. Theories are also studied in depth.
Interleaving	Students study the theoretical framework and this is revisited in every lesson.
Concrete examples	Case studies are studied throughout the two years.
Dual coding	This happens as part of normal teaching.

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
Topic(s)	Introduction to Media Studies - Introduction to the course, the theoretical framework, forms and products and will engage in some practical work	Advertising Scheme of work - Cover all aspects of the media theoretical framework: - Representation - Media language - Media Audiences - Media industries	Develop creative and practical skills - Use Lego and green screen to produce an advertising campaign - Research, plan and produce an advertising campaign - Write a treatment for an advert responding to a brief	Continue advertising campaign - Practical photography skills - Composition - Framing - Moving from automatic - using AV - Moving from automatic - using TV Developing Photoshop skills	Paper 1 - Section A - Television - Study of The Avengers (1965) - Language - Representations - Industries - Audiences	Paper 1 - Section A Television - Revision of The Avengers. - Study of Cuffs (2015) - Language - Representations - Industries - Audiences

			<ul style="list-style-type: none"> - Storyboard a moving image advert using Lego/Plasticine/playdough/similar I Script writing - write the script - Build a mini green screen studio 	<ul style="list-style-type: none"> - Photoshop orientation - Using basic tools – lasso/type/marquee - Using more advanced tools-layer mask/levels/curves - Complete print advertising campaign 		
Assessment		- Analysis of advertising campaign	- Practical production of audio visual advert	- Practical production of Print advert	- Unseen analysis	- Practical task: Shoot an opening of a crime drama
CEIAG (<i>Careers that are linked to that topic</i>)	Careers in a variety of media areas.	Advertising and marketing.	Film directing Careers in film and television Advertising Marketing	Graphic design Photography Film and television	Careers in television	Careers in television

Homework:

A variety of homework is given: analytical, research, planning, and practical production work.