

Outline of A Level Media Studies papers

Paper 1 (35%): Media Messages (2 hour exam)	Newspapers; Online News; Advertising and Marketing; Magazines; Music Videos
Paper 2 (35%): Evolving Media (2 hour exam)	Radio; Video Games; Film; Long Form Television Drama
Paper 3 (30%): Making Media (practical coursework)	Choose from: TV; Radio; Magazine; Music Video Plus an associated website

A level Media Theories: https://drive.google.com/file/d/149kpsiB4aCGf9ZI_TQxcPq0hirU0WagW/view?usp=sharing

KS5 - A Level Media Studies

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p>Introduction to A level Media Studies</p> <p>Macro elements: Genre; Narrative; Audience; Representation</p> <p>Micro elements: Cinematography; Editing; Sound; Mise en Scene</p> <p>Long Form Television Drama</p> <p>Mini NEA</p>	<p>Long Form Television Drama (short question)</p> <p>Media Language; Media Representations; Media Contexts (Social, cultural, historical, political, economic)</p> <p>‘The Killing’ (Danish version) season 1 episode 1</p> <p>‘Stranger Things’ season 1, episode 1</p> <p>Mini NEA</p>	<p>Music Videos:</p> <p>Media Language; Media Representations; Media Theories; Media Contexts (social; cultural)</p> <p>‘Unfinished Sympathy’</p> <p>‘Titanium’</p> <p>Advertising and Marketing:</p> <p>Media Language Media Representations Media Contexts (social; cultural)</p> <p>Old Spice Lucozade Shelter</p>	<p>Video Games:</p> <p>Media Industries Media Audiences Media Contexts (social; economic)</p> <p>Minecraft</p> <p>Magazines:</p> <p>Media Language; Media Representations; Media Contexts (Social, cultural, political)</p> <p>Big Issue</p>	<p>Non Examined Assessment:</p> <p>Research Planning Statement of Intent Draft work</p> <p>Revision:</p> <p>Paper 1 Advertising Magazines Music Video</p> <p>Paper 2 Video Games LFTVD</p>	<p>Non Examined Assessment (cont)</p> <p>Main product Statement of Intent</p> <p>LFTVD (long question):</p> <p>Media Language; Media Representations; Media Industries Media Audiences Media Contexts (Social, cultural, historical, political, economic)</p> <p>‘The Killing’</p> <p>‘Stranger Things’</p> <p>Radio</p> <p>Media Industries Media Audiences Media Contexts (economic; political; cultural)</p> <p><i>Radio 1</i></p>

KS5 - A Level Media Studies

	<p>LFTVD (long question)</p> <p>Media Language; Media Representations; Media Industries Media Audiences Media Contexts (Social, cultural, historical, political, economic)</p> <p><i>'The Killing'</i> <i>'Stranger Things'</i></p> <p>Newspapers</p> <p>Media Language; Media Representations; Media Industries Media Audiences Media Contexts (Social, cultural, historical, political, economic)</p> <p>Non Examined Assessment (cont) Main product Statement of Intent Website</p>	<p>LFTVD (long question)</p> <p>Media Language; Media Representations; Media Industries Media Audiences Media Contexts (Social, cultural, historical, political, economic)</p> <p><i>'The Killing'</i> <i>'Stranger Things'</i></p> <p>Online News and Social Media</p> <p>Media Language; Media Representations; Media Industries Media Audiences Media Contexts (Social, cultural, historical, political, economic)</p> <p>Non Examined Assessment (cont) Main product Statement of Intent Website</p>	<p>Revision:</p> <p>Paper 1 Newspapers and online news Music Video Advertising Magazines</p> <p>Paper 2 Video Games Radio LFTVD</p> <p>Newpapers Online News and Social Media</p> <p>Non Examined Assessment (cont) Main product Statement of Intent Website</p>	<p>Film</p> <p>Media Industries Media Audiences Media Contexts (historial economic)</p> <p><i>Jungle Book</i></p> <p>Newpapers Online News and Social Media</p> <p>Revision</p> <p>Non Examined Assessment (cont) Main product Statement of Intent Website</p>	<p>Revision:</p> <p>Paper 2 Radio Video Games Film LFTVD</p> <p>Paper 1 Newspapers and online news Music Video Advertising Magazines</p>	<p>Official Examinations</p>

KS5 - Cambridge Nationals Level 3 Media

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p>UNIT 1- Introducing Media Products and Audiences</p> <p>L01 Understand media products and the institutions that create them focusing on: -Ownership -Products -Market Share -Competitors</p> <p>Analyse one media product produced by one institution and analyse its: -Purpose -Genre -Form -Style -Content -Meaning -Production Process</p>	<p>UNIT 1- Introducing Media Products and Audiences</p> <p>L02 Analyse the demographics of the target audience for the chosen product focusing on: -Gender -Age -Lifestyle -Spending Power</p> <p>L03 Understand how media products are distributed and promoted</p> <p>L04 Understand ethical, legal, and regulatory issues associated with media products</p>	<p>UNIT 16 -Planning an Pitching an audio-visual product</p> <p>L01 Understand existing audiovisual media products and how they are created focusing on: -Purpose -Form and Style -Content -Meaning -Genre</p> <p>L02 Be able to generate ideas for an original audio-visual media product</p> <p>L03 Be able to develop ideas by creating proposals and sample materials for two original audio-visual products</p>	<p>UNIT 16 -Planning an Pitching an audio-visual product</p> <p>L04 Be able to pitch ideas on proposed audio-visual products to a producer, client or focus group for feedback</p> <p>L05 Be able to use feedback gained to inform the development and planning of an original audio-visual media product with a focus on: - Dates and timescales, -Equipment -Personnel -Budget -Relevant legal and ethical issues</p>	<p>UNIT 35- Social Media Products</p> <p>L01 Analyse a range of existing social media products, including: -Purpose -Content Target user -Revenue - Legal/ethical</p> <p>Analyse the positive and negative social effects of social media products</p> <p>Explore commercial uses for social media products, including: -Advertising -Viral marketing -Product reviews</p>	<p>UNIT 35- Social Media Products</p> <p>L02 Generate ideas for a social media website, including: -Purpose -Format/style -Target user -Mock ups</p> <p>L03 Plan the development of a new social media website, including: -Purpose -Content -Target user -Production plan</p> <p>L04 Design a competent homepage and a competent members page for planned new social media website</p>

KS5 - Cambridge Nationals Level 3 Media

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13	<p>UNIT 14 - Producing a print based media product</p> <p>L01 Be able to produce pre-production materials for a planned original print media product</p> <p>L02 Be able to assess locations, risks, and legal/ethical issues relevant to their print media product, finding solutions to any risks or issues identified</p> <p>L03 Be able to produce materials for use in an original print media product</p>	<p>UNIT 14 - Producing a print based media product</p> <p>L04 Be able to edit materials to produce a final print media product</p> <p>UNIT 61 Animation Studies</p> <p>L01 Explore the animation industry through a focused case study of one animation company, including: -Company structure -Media applications -Types of animations -Regulatory bodies</p> <p>L02 Analyse an existing animation product, including: -Genre -Individual animators -Production process -Narrative/storyline -Target audience -Characters/stars</p>	<p>UNIT 61 Animation Studies</p> <p>L03 Develop a new character for use in an animation, including: -Character profile -Character development Final character design</p> <p>L04 Plan a new animation, to feature the character, including: -Treatment -Competent storyboard -Target audience -Production schedule -Legal/ethical issues</p> <p>UNIT 31 Photography</p> <p>L01 Analyse a range of professional photographers and their photographic work, including: -Photographic category -Purpose -Image analysis -Meaning</p>	<p>UNIT 31 Photography</p> <p>L02 Be able to plan a photographic shoot including: -Theme for shoot -Relevant equipment -Recce of location -Risk assessment -Shooting schedule -Legal/ethical issues</p> <p>L03 Be able to take a range of photographic images for a specific media product safely</p> <p>L04 Be able to edit a range of photographic images for a specific media product</p>	<p>UNIT 31 Photography</p> <p>L05 Be able to present a range of photographic images for a specific media product as an Exhibition.</p> <p>Individual Student Tutorials</p>	<p>External Moderation of all Units</p>