



A QUICK
GUIDE TO
THE COURSE

A NEW GCSE COURSE AT TALLIS

Learning to decode and appreciate media in a new light.....

Introduction

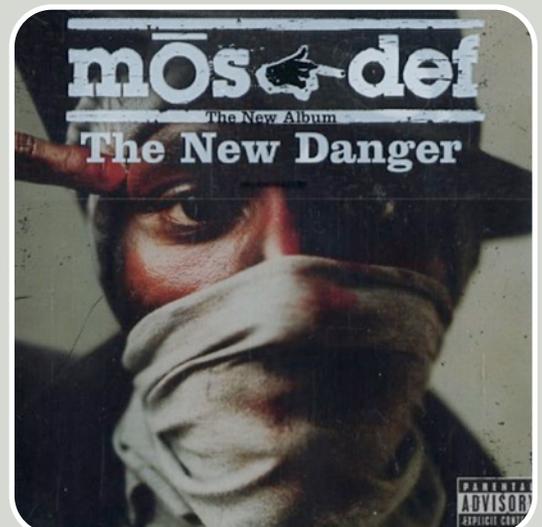
Media Studies is central to understanding the way we experience our increasingly visual & digital world; as a result it is ever more important that students can understand how media, in all its forms, affects their lives, behaviour and attitudes. Furthermore their own role in society is changing as new technologies enable audience members to become producers as well consumers. We believe it is vital to enable visual and media literacy and to develop and encourage students creative media skills.

Students are introduced to key concepts:

- Media Language
- Representation
- Audience
- Industry

These concepts underpin the whole of the course and will enable detailed analyses and understanding of all media products.

Students will learn how to design and make media products such as websites, magazines, CD & DVD covers, film trailers & TV and print advertisements, using a variety of software and hardware including; Photoshop, iMovie, Premiere, Final Cut, iPads, iPods, MacBooks, digital SLR cameras and digital video cameras.



Course Outline GCSE Media Studies

Unit 1: Investigating the Media 40%

Assessed by examination set & marked by the exam board and based on ONE media topic which changes each year; quiz shows, sitcoms, action films, & the music industry are some of the previous topics. It is a pre-release examination so you receive the brief one month before the exam, giving time to prepare for the exam by re-researching and planning your responses

Unit 2: Understanding the Media 60%

Controlled Assessment – set and marked by centre and moderated by exam board. This is split into the 3 assignments below:

1. Introductory assignment - TV & film DVD covers

This assignment introduces students to analytical skills and develops understanding of how media products target different audiences. There are two tasks:

- A written analysis of DVD covers for two TV shows or films.
- Design a DVD cover for your own idea for a TV show or film.

2. Cross-media assignment – The Music Industry

This assignment introduces students to the ways the media industry markets and promotes singers/bands across different media 'platforms' - for example music videos, web sites, CD covers, TV chat show interviews. It is also concerned with the way musicians are represented or portrayed depending on the genre of mu-

Divine

Home Divine Dupe Fashion Hair & Beauty Entertainment Inspired Looks



SPRING 2011 TRENDS

From overalls to jumpsuits, to playsuits and rompers, these one piece cuts are an option for fashionisers looking for pieces for their spring 2011 wardrobe. And for those who are, they can rest assured knowing that any investment pieces, particularly statement playsuits, will be a worthy investment with the one piece styles on the cards as sitting amongst spring 2011 fashion trends.



sic they make and looks at the notion of celebrity 'image'. The two tasks are:

- A written analysis of how a band/singer is promoted in either a music video/TV interview and a CD cover/website
- Design a storyboard for a music video & either a CD cover or a website to promote an imaginary band/singer

3. Practical Production

Students plan, research, make & evaluate a media product of their own choice, employing some of the skills learnt during the first two assignments whilst continuing to develop technical, research and idea generating skills.

The choice of media products to make are:

- An **advertising campaign** of either one 30-second TV advert & two full page magazine advertisements or three full page magazine advertisements
- Four pages for a **magazine** or **newspaper** aimed at a specific audience.
- Four pages for a **website** aimed at a specific audience
- A **trailer** or opening sequence for a feature **film** or **TV programme**

Course blog:

tallismediagcse.tumblr.com

Course website:

tallismedia.weebly.com

Assessment Objectives



A01 Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed.

A02 Analyse and respond to media texts/topics using media key concepts and appropriate terminology.

A03 Demonstrate research, planning and presentation skills.

A04 Construct and evaluate their own products using creative and technical skills.