

CREATIVE MEDIA LEARNING JOURNEY

 FULL GCSE SPECIFICATION & NEA

YEAR 10 JOURNEY

FOUNDATIONS & NEA LAUNCH

- TERM 1** Media Language: Camera shots, layout, colours, fonts, codes & conventions
- TERM 2** Representations: Gender, age, ethnicity & social groups
- TERM 3** Industries & Audiences across magazines, advertising, radio, music videos & games
- TERM 4** In-depth study of Television CSPs
- TERM 5** Newspapers and online /social media
- TERM 6** Statement of Intent explaining creative decisions (AQA Brief)

 Year 10 Path: Core Theoretical Framework & Brief Prep

YEAR 11 JOURNEY

NEA & EXAM REVISION

- TERM 1** Creation of a media product from an AQA brief
- TERM 2** Application of media language, representation, audience & industry knowledge
- TERM 3** Relationships between media industries and audiences
- TERM 4** Synoptic understanding of the theoretical framework
- TERM 5** Subject Revision & Written GCSE Examinations
- TERM 6** GCSE Media Studies Complete!

 Year 11 Path: NEA Production & Synoptic Written Papers

★ KEY CONCEPTS:

 Understanding Concepts

 Analysis

 The Wider Environment

 Application

 Evaluation

 Media Products

Assessment 1: Media One (30%)

What is tested?

- Media Language: camera shots, layout, colours, fonts, codes & conventions
- Representations: gender, age, ethnicity, social groups
- Industries & Audiences across magazines, advertising, radio, music videos and games

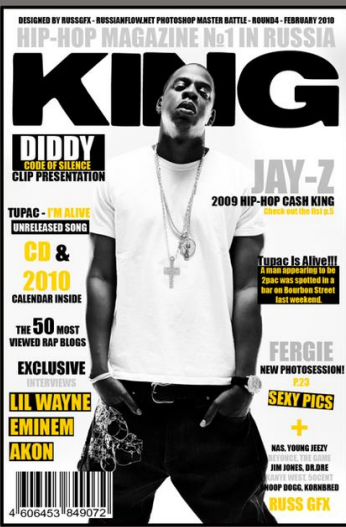
Skills Needed

- Analyse media products using key terminology
- Compare products and explain meanings
- Apply media theories and contexts

Example Question

"Explain how representations of gender are constructed in this advertisement."



Subheading – the sub-heading above the mast head is a lot lighter colour, but still in bold, and contrasts the other colours on the magazine. It still stands out to the audience above them mast head and makes it clear to the audience that it is a hip-hop magazine.		Mast Head – the mast head is in big bold black images, so it stands out immediately to the audience, and attracts them towards the magazine because it is impossible not to see.
'Exclusive Interviews' in bold attracts readers that are a fan of Hip-Hop artists as they may find out exclusive information that hasn't been released yet and therefore attracts them into buying the magazine.		Subtitles – the subtitles make the main magazine article headlines stand out on the page, these are eye-catching to the audience immediately because they are in bright yellow and in bold so they can be clearly seen on the front cover of the magazine. This appeals to the audience because it makes the magazine more appealing and stand out which draws the audience towards the magazine.
Freebie – the magazine features new images of Fergie which are only available in the magazine. This attracts and audience because they can only get these images if they buy the magazine which creates more of an audience for the issue.		The colour scheme for this magazine consists of the colours white, grey and black. This contrast of colours makes the headings and colours stand out on the magazine and attracts the audience because of the contrast of dark and bright colours.
Bar code and price of the magazine		The main image of the magazine is of a popular hip-hop artist. This is the largest image of the page and attracts and audience to the magazine because they may want to read about him.

Example Questions

2 marks: Identify two conventions of magazine front covers.

4 marks: Explain one way the advert uses media language to attract its audience.

6 marks: Analyse how representations of gender are constructed in this advert.

10 marks: Compare how two media products target different audiences.

Skills: AO1 knowledge, AO2 analysis, use of terminology and evidence.

Assessment 2: Media Two (30%)

What is tested?

- In-depth study of Television CSPs
- Newspapers and online/social media
- Relationships between media industries and audiences
- Synoptic understanding of the theoretical framework

Skills Needed

- Detailed textual analysis
- Extended written responses
- Use evidence from set products
- Make justified judgements and conclusions

Example Question

"How does this television programme appeal to its target audience?"



Example Questions

4 marks: Explain one way the TV programme appeals to its target audience.

8 marks: Analyse how media language creates meaning in this television extract.

12 marks: Explain how industry factors influence the production and distribution of this newspaper.

15 marks: Evaluate the extent to which the programme challenges stereotypes.

Skills: Extended writing, detailed CSP knowledge, judgement and evaluation.

Assessment 3: NEA Production (40%)

What is tested?

- Creation of a media product from an AQA brief
- Application of media language, representation, audience and industry knowledge
- Statement of Intent explaining creative decisions

Skills Needed

- Planning and research
- Design and production skills
- Creativity and audience targeting
- Evaluation and justification of choices

Example Brief

Create a magazine, website or promotional media product aimed at a specific audience and explain your intentions.



Production Task (72 marks total)

Typical Mark Areas:

- Research and planning
- Meeting the brief
- Media language choices
- Audience targeting
- Technical quality
- Statement of Intent

Example Brief Question:

Create a magazine or online media product aimed at a clearly defined audience.

Example Evaluation Prompt:

Explain how your product uses media language to engage its intended audience.