

Y10 Media



MEDIA AT YARDLEYS

INTENT: To create successful media professionals, preparing them for access to an ever-expanding industry here in the UK. Students will develop an understanding of real working practices and research, planning and practical methods behind making a variety of media products for an intended audience when communicating creative concepts effectively. They will be encouraged to identify and understand the strength and influence in media in society, such as identifying stereotypes and unfair/misleading representations in the media.

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This year will teach students the key skills for the NEA controlled assessment they will have. A key focus throughout the year will be students developing and apply the skills to plan a visual identity and digital graphic (DG)

YEAR 10

Theme	Media Industry (research)	Digital Graphics (Planning)	Digital Graphics (creating)	Logos (saving)	NEA Assessment	Animation and Audio (research)
SUBSTANTIVE KNOWLEDGE	<ul style="list-style-type: none"> Media industry sectors and products Design & purpose / Client requirements Audience demographics and segmentation Media codes and their impact on audiences 	<ul style="list-style-type: none"> Documents used to design/plan media products Purpose, features, elements and design of visual identity Graphic design concepts and conventions Properties of digital graphics 	<ul style="list-style-type: none"> Planning a visual identity and digital graphic Using Photoshop to create visual identity and digital graphics Sourcing, creating and preparing assets for use within digital graphics 	<ul style="list-style-type: none"> Save and export logos/house style and digital graphics NEA Assessment (working on) 	<ul style="list-style-type: none"> NEA Assessment Features and conventions of animation and audio 	<ul style="list-style-type: none"> Features and conventions of animation and audio Creativity in animation and audio Resources required to create animation with audio
DISCIPLINARY KNOWLEDGE	<p>*Evidencing understanding through summarising a variety of research (note taking, web based)/analysis of media products/comparing media products/creating media products</p>	<p>Describing the purposes, contents and uses of pre-production documents</p> <p>Analysis of media products/report findings/research using internet, lecture, text books/select relevant information from findings/summarise</p>	<p>Applying prior learning to CREATE pre-production documents.</p> <p>Using Software to source/create/make graphic projects (using basic and advanced tools)</p>	<p>Remember how to save and export DG's in the correct file format. Recall previous research</p>	<p>Apply broad range of learning to create the planning and practical controlled assessment unit</p>	<p>Evidencing understanding through summarising a variety of research (note taking, web based)/analysis of media products/comparing media products/creating media products</p> <p>Using Software to create/make</p>