

Subject Media

Year 9

Year 9 Scheme of Learning

Subject leader: S Dannell

Topics by term	Topic overview for Year 9					
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topics taught	Practical Skills- Mag covers and film posters Media Theory to include purpose,	Practical Skills- Shot basics Media Theory to focus on audience classification	Practical Skills- Film Posters Media Theory to focus on audience interpretation of the media	Practical Skills Photopea Media Theory to revisit platforms and audience	Exam Skills Practical Skills- Planning a Moving Image Sequence Theory to focus on revisiting purpose	Exam Skills Media Theory

	platforms producers and franchises					
Prerequisite Learning	N/A	-Understanding of how to use Word to create/save creative documents -Understanding of basic media terminology e.g. image, title, coverlines and basic media theory of purposes	-Understanding of how to use Word to create media products - Understanding of target audience -Understanding of	Understanding of Media theory of platforms and audience covered in term 1	Understanding of how to use Photopea from term 4 and cinematography knowledge from term 2 Understanding of purpose from term 1	Understanding of how to use Photopea from term 4
Why teach this now?	This allows a gentle introduction to the subject a focus of building basic skills in practical media to increase enthusiasm and confidence. The theory is the most basic and straight forward to understand and will underpin learning going forward	This unit builds on the practical skills from term 1 and introduces a different platform expanding the student's knowledge. The theory also builds on the basics from term 1 and covers all the other basic areas needed to under pin future media study	A further building of practical skills will allow students to create their most professional products yet and build in their own pictures into the media products for the first time. A more complex media theory will challenge their understanding at this point too.	Now students have confidence in practical work a move to a more professional programme to create them will provide challenge and stretch to those finding themselves limited by Word The circular curriculum comes in by revisiting theories from term 1	Further time using Photopea and revisiting term 2 practical will allow students to revisit prior learning to help with retention and also give a different avenue of creativity The circular curriculum comes in by revisiting theories from term 1	Using Photopea again will help them to cement skills with this programme and learn new complex techniques. Also the introduction of a 'Brief' will give them a first look at how their coursework and exam will look

Exam Board NA (Prep for BTEC Tech Award Creative Digital Media Production)							
Specification o References	Big questions	Topic area: main Items and learning objectives All: grades 1-3 Most: grades 4-6 Some: grades 7-9 Examples	Outcomes	Key Terms/ concepts Literacy Numeracy	Assessment and homework tasks	Resources	Personal Development curriculum links (SMSC, British Values, PSHE)
Term 1							
Topic 1: Practical Skills- Magazine front covers+Film Posters							
	<p>What are the conventions of a magazine front cover? What are demographics? What is typography? How can images be manipulated? What are the conventions of a film poster? Ext- What are the conventions of a DVD cover?</p>	<p>Students are expected to develop some media practical skills whilst learning about what to include in terms of the conventions of magazine covers and posters.</p> <p>All will be able to produce basic media products that use a few of the expected conventions. Most will be able to use most of the conventions to make effective products Some will use the conventions imaginatively to produce effective and professional products</p>	<p>Students will produce an athletics magazine front cover, learn about audience, understand conventions of magazines and film posters. Produce a film poster appropriate to the audience.</p>	<p>Conventions Typography Demographic Audience</p>	<p>Cold- Produce an athletics magazine Hot- Produce Front cover for High end fashion magazine</p>	<p>PowerPoint and computers needed- OneNote</p>	
Topic 2: Media Theory							
	<p>What is a media producer? What are the three media platforms? What is synergy?</p>	<p>All will have a working knowledge of how a media product is produced and some of the different roles needed to make a product</p>	<p>Students will be able to analyse information presented to them on these</p>	<p>Producer Platforms Synergy Franchise Iconography Distribution</p>	<p>Ongoing assessment through cold calling in lessons</p>	<p>OneNote</p>	<p>Cultural understanding of the media and how it influences the world around them</p>

	<p>How do other franchises use synergy?</p> <p>What is iconography?</p> <p>What are some of the process that various media products (particularly films) go through to be produced?</p> <p>What is media distribution?</p>	<p>Most will be able to identify a franchise and synergy</p> <p>Some will be able to explain the distribution process and apply it to their own ideas</p>	<p>issues and complete a range of tasks that will show broad understanding of the tasks</p>				
Term 2							
Topic 1: Practical Skills: Shot Basics							
	<p>What is cinematography and framing?</p> <p>How can shots be used effectively?</p> <p>What is a photostory?</p> <p>How can I use different shots to create different effects in my own work?</p>	<p>Students will be expected to learn the basic names for the main shots used in photography and filming. They will be expected to recognise them in professional work and analyse why they have been used. They will also be expected to consider which shots would be effective in their own work.</p> <p>All will be able to recognise the most basic shot types and think about how they can be used</p> <p>Most will be able to recognise most of the different shot types and analyse them in film sequences and use them in their own work</p> <p>Some will be able to recognise all the different shots and</p>	<p>Students will learn the different shots used in film sequences and photography. They will then analyse two film sequences (Opening sequences of Saving Private Ryan and Baby Driver) where they will demonstrate they can recognise shots and analyse why those shots have been selected by the director.</p>	<p>Cinematography</p> <p>Framing</p> <p>Shot</p> <p>Panning</p> <p>Tracking</p> <p>Establishing</p>	<p>Cold Test of Key Terms</p> <p>Hot test of Key Terms</p>	<p>PowerPoint and computers</p>	

		looks for complex analysis of them in others' work as well as effectively use them in their own work.	They will then be given the opportunity to plan a sequence themselves where they need to select different shots for effect. This will take the form of a photo story.				
Topic 2: Media Theory							
<p>What is Audience Profiling?</p> <p>What does Demographics mean?</p> <p>How does the media break down social class?</p> <p>What is Psychographics?</p> <p>How do you use Audience Knowledge to influence your practical work?</p> <p>What is Denotation?</p> <p>What is Connation?</p> <p>How do we analyse denotation and Connotation?</p>	<p>All students will be expected to know the term audience and how it applies to media. Most will be able to break down this term to refer to different types of audience and some will understand how and why different audiences react differently to certain media texts</p>	<p>Students will be able to analyse information presented to them on these issues and complete a range of tasks that will show broad understanding of the tasks</p>	<p>Audience Demographics Psychographics Denotation connotation</p>	<p>Ongoing assessment through cold calling in lessons</p>	<p>OneNote</p>	<p>Cultural understanding of the media and how it influences the world around them</p>	
Term 3							
Topic 1: Practical Skills- Film Posters							
<p>What is genre?</p> <p>Why is genre important in the creation of film posters?</p>	<p>Students will be expected to learn about what genre is and why it is important to both</p>	<p>Students will learn how to recognise</p>	<p>Genre Convention</p>	<p>Cold test- Comedy film poster</p>	<p>PowerPoint and computers</p>		

	<p>What are the conventions of a film poster and how does genre impact on them? How can genre be used to target a specific audience? What are the conventions of Action?</p>	<p>media producers and audiences. They will be expected to know how genre impacts on how conventions are used in practical work. All students will be expected to know what genre is and how to adapt work depending on the genre. Most will be able to consider genre when planning and completing practical work. Some will be able to effectively use genre to influence creative decisions to appeal to different target audiences</p>	<p>genre and how to use it to influence their design decisions in comedy poster for a film and also an action film poster. They will carefully consider how the genre impacts on all the expected conventions on the poster and be able to reflect on the work they have produced.</p>	<p>Production credits</p>	<p>Hot Test Action film poster</p>		
<p>Topic 2: Media Theory</p>							
	<p>What is Reception Theory? What is Denotation? What is Connotation? What is the Dominant Reading? What is the Negotiated Reading? What is the Oppositional Reading? What is Uses and Gratification Theory?</p>	<p>Students will be expected to know the basics of two media theories and be able to use these when coming up with their own ideas for media products (narrative and Character)</p> <p>Most will be able to understand the different ways that audiences can read a text and why?</p> <p>Some will be able to understand why media</p>	<p>Students will be able to analyse information presented to them on these issues and complete a range of tasks that will show broad understanding of the tasks</p>	<p>Reception theory Dominant Negotiated Oppositional Gratification Narrative Character</p>	<p>Ongoing assessment through cold calling in lessons</p>	<p>OneNote</p>	<p>Cultural understanding of the media and how it influences the world around them</p>

	<p>How can this be applied to different Media Products?</p> <p>What is Narrative?</p> <p>How are stories told to audiences in linear and non-linear ways?</p> <p>What are Todorov's Five Stages of Narrative?</p> <p>What are Vladimir Propp's character types?</p> <p>Can I use Narrative Theory to create my own narrative?</p>	<p>audiences select certain media texts</p>					
Term 4							
	Topic 1: Practical Skills: Photopea						
	<p>How do you use the brush tool?</p> <p>How do you use the spot healing brush?</p> <p>How do you use the clone tool?</p> <p>How do you use the gradient tool?</p> <p>How do you do adjust the white balance?</p> <p>How do you crop an image in photopea?</p> <p>How do you use the magic cut tool?</p> <p>How do you use the content aware tool?</p>	<p>Students will learn about how to use the Online photoshop-esque programme photopea. They will start out with the basics and will move onto more complex tasks once they have demonstrated that they are ready.</p> <p>All students will be able to use the basic tools in photopea to create basic effects</p> <p>Most will be able to use the tools to create interesting effects</p>	<p>Students will be learning basic design skills that will be the foundation for their development in year 10 and give them a starting point for how to create original content on a professional</p>	<p>Brush</p> <p>Spot Heal</p> <p>Clone</p> <p>Crop</p> <p>Tool</p> <p>Path</p> <p>Edit</p>	<p>Week three assessment using skills covered so far</p>	<p>OneNote</p> <p>PhotoPea.com</p>	<p>Students to question moral issues of photoshopping and editing images</p>

	<p>How do you type on a path? How do you edit photographs on photopea?</p>	<p>Some will be able to use the tools to create effective and professional looking media products.</p>	<p>based platform. They will be given the opportunity to put their skills to the test and combine with previous learning by creating a genre based media product (tbc)</p>				
<p>Topic 2: Media Theory</p>							
	<p>Media Theory Revision</p> <p>What is a media producer? What are the three media platforms? What is synergy? How do other franchises use synergy? What is iconography? What are some of the process that various media products (particularly films) go through to be produced?</p>	<p>All will have a working knowledge of how a media product is produced and some of the different roles needed to make a product</p> <p>Most will be able to identify a franchise and synergy</p> <p>Some will be able to explain the distribution process and apply it to their own idea</p>	<p>Students will be able to analyse information presented to them on these issues and complete a range of tasks that will show broad understanding of the tasks</p>	<p>Producer Platforms Synergy Franchise Iconography Distribution</p>	<p>Ongoing assessment through cold calling in lessons and Quick Qz</p>	<p>OneNote</p>	<p>Cultural understanding of the media and how it influences the world around them</p>

	What is media distribution?						
Term 5							
Topic 3: Exam Skills- Ideas Log and Designs							
	<p>What does the media exam entail?</p> <p>What is a client brief?</p> <p>How do you identify target audience?</p> <p>What are modern trends in print media?</p> <p>What is demographics?</p> <p>What is psychographics?</p> <p>How do you identify audience needs?</p> <p>What is involved in writing an ideas log?</p> <p>How do you design and annotate your ideas?</p>	<p>Students will be introduced to the concept of the exam they will sit in year 11 and how it will work. They will also get to see a past paper and begin practising how to tackle it.</p> <p>All students will be familiar with the concept of the exam and the tasks they will need to undertake. They will all be able to have experience at using a client brief to work towards.</p> <p>Most will be able to develop suitable ideas for the client and use the format of an ideas log and design to present their work.</p> <p>Some will begin to develop creative ideas and work experimentally within the parameters of the exam.</p>	<p>Students will be expected to understand what a client brief is and how they work in the real world. They will need to ensure they are up to date with recent developments and trends in the publishing and they understand audience profiles. They will also need to be clear as to how to write an ideas log, which they will do. Also they will experiment with the expectations on them when they are designing and</p>	<p>Client Brief</p> <p>Demographics</p> <p>Psychographics</p> <p>s</p> <p>Trends</p> <p>Ideas Log</p>	<p>Ideas Log practice</p> <p>Designs (hand drawn + annotated)</p>	<p>One Note</p> <p>PowerPoint</p> <p>Past paper</p>	

			annotating their planned products.				
Practical Skills- Planning a Film Sequence							
<p>How do films create tension?</p> <p>What is cinematography?</p> <p>What is framing angles and movement?</p> <p>How can the camera be used to create meaning?</p> <p>How can you sequence shots together effectively?</p> <p>What is mise-en-scene?</p> <p>How can mise-en-scene be used to create meaning?</p> <p>What is editing?</p> <p>How can it be used to create meaning?</p> <p>How can sound be used to create meaning?</p> <p>How do you combine these techniques to create tension in a film sequence?</p>	<p>Students will revise the main aspects of film terminology from term 2, they will then expand on this knowledge to include mise-en-scene, sound and editing.</p> <p>All of the students will know what the majority of the terms mean and will be able to identify them in other media products and will be able to begin to think about how to use them in their own work.</p> <p>Most will be able to do the above but be able to think about how to use them to create certain effects in their work.</p> <p>Some will be able to use the techniques creatively in their</p>	<p>Students will know the main techniques available to film makers and will be able to plan how they would use them in their own film sequences. These will be planned out in the lesson using storyboard techniques learnt previously.</p>	<p>Cinematography, framing angle, movement, mise en scene, lighting, setting, costume, props, movement, editing, diegetic sound</p>	<p>Hot Test-planned film sequence storyboarded</p>	<p>Powerpoint</p>		

	How can you use storyboards to demonstrate these techniques?	work to create different effects on the audience					
Term 6							
	Topic 3: Exam Skills						
	<p>How do you gather materials? How do you store materials gathered? How do you use PhotoShop to arrange material and edit it? How do you save products in a suitable format?</p>	<p>Students will be shown how to plan to gather materials and then how to store them on the computer. They will then be shown how to use PhotoShop to begin to arrange and edit their materials. Once they have completed their planned pages digitally they will be shown how to save as a PDF.</p> <p>All students will be gather some of materials they need and begin to arrange them digitally Most will be able to gather the materials they need and use photoshop to arrange them Some will gather creative material and use photoshop to create professional looking material.</p>	<p>Students will create up to three pages of products to meet the requirements of the brief they were given in term 5. They will need to gather and edit the material for this an then save the products in a suitable format</p>	<p>Photoshop, rasterise, blending, PDF, transform</p>	<p>Final pages created for the brief</p>	<p>Computers, photoshop, cameras</p>	
	Topic 2: Media Theory						