

Teacher Resource Bank

GCSE Media Studies

Scheme of Work and Student Worksheets



Assignment Bank 1

Topic: print – magazines and soap operas

Title: investigate the audience appeal of a magazine cover

Primary Key Concepts: media language and audience

Teaching Objectives:

- connotation and denotation
- audience – actual and target
- shot types and impact
- representation – stereotypes
- introduction to photography.

Task 1 (AO2) 500 words

Choose two magazine covers. Analyse the covers and explain how they appeal to the target audiences.

Task 2 (AO3)

Present your ideas for a cover of a magazine promoting a new soap opera and aimed at a specific target audience.

You will need to explain your intentions with reference to your use of media language and how it appeals to the target audience.

Lesson	Objectives/aims	Suggestions/ideas
1	Gain understanding of connotation and denotation	<ul style="list-style-type: none"> • Icon posters – brainstorm denotations and connotations • Examine photographs from the covers of magazines and discuss the connotation and denotation of images
2	Introduction to photography – gain experience of different points of view and compositions, consider the impact of photographic compositions	<ul style="list-style-type: none"> • Analysis of examples of photographic compositions • Explore the composition of some images used on the cover of magazines • Use digital cameras and take an image to promote your school/college – consider different compositions
3	Gain understanding of what stereotypes are and why they appeal to target audiences	<ul style="list-style-type: none"> • Watch clip of soap opera – identify stereotypes • List of stereotypes – create a check list of conventions for each stereotype. Students could dress up as a stereotype and class to guess the stereotype • Explore the use of stereotypes in soap operas – how do they appeal to target audiences
4	Analyse a cover	<ul style="list-style-type: none"> • Explore and analyse a ‘soap’ magazine cover as a class • Students could annotate a cover on an A3 sheet • Points of annotation could be transferred to a what, how and why sheet – to ensure analytical commentary takes place
5	Analysis of second cover	<ul style="list-style-type: none"> • Completion of analysis of a second ‘soap’ magazine cover
6	Conventions established	<ul style="list-style-type: none"> • Compilation of a list of key conventions that have arisen from the completed analysis • Candidates to comment on the target audience of soap opera magazines and explore how the magazine cover appeals to the target audience
7	To implement the conventions that have been established	<ul style="list-style-type: none"> • Candidates create three sketches of potential magazine cover – using knowledge gained in analysis work
8	To implement the conventions that have been established	<ul style="list-style-type: none"> • Candidates to work on a chosen mock up of a magazine cover that launches a new soap opera
9	To use photography and costume to establish stereotypes	<ul style="list-style-type: none"> • Candidates to create ‘scenes’ for photographic images to be used on cover mock up
10	Completion of written intentions in relation to learned knowledge and with reference to media language and audience	<ul style="list-style-type: none"> • Candidates could complete this part of the task through a prose response/annotation of own pre-production task or other form of written communication e.g. flow chart etc

Assignment Bank 2

Topic: Cross media – film promotion (romantic comedies)

Title: explore the ways in which films are represented and promoted across the media

Primary Key Concepts: representation and institution

Teaching Objectives:

- representation
- certificate regulations
- regulating bodies and potential restrictions
- promotional teams – roles and responsibilities
- genre
- conventions of film promotion
- storyboard skills
- shot types
- ways to analyse – annotation and ‘what, how and why’ sheets etc
- methods of planning

Task 1 (AO2) 1000words

Choose a film that promotes itself through the media. Explore how it is represented and promoted across two different media forms.

Task 2 (AO3)

Chose **either**:

- An existing film that you wish to promote in a different way to how they are currently represented

OR

- A new film, either real or a creation of your own

For your chosen film create two of the following (one from list A and one from list B)

List A

- Mock up of a film poster
- Magazine article
- DVD case
- Internet home page

List B

- Devise a storyboard of a trailer
- Script for television or radio interview

You will need to explain how these media preproduction tasks would deal with the issues of representation and institution.

Week	Objectives/aims	Suggestions/ideas
1	To establish how representation can establish and appeal to an audience	<ul style="list-style-type: none"> Examine DVD covers commenting on how the films have been represented through the still images Watch clips of Romantic comedy films – establish what the key conventions are Explore what audiences expect from a romantic comedy – how have these needs been addressed in the DVD cover design?
2	Establish the roles and responsibilities within the promotional industry Study of institutional factors	<ul style="list-style-type: none"> Research the roles and responsibilities within film promotion Explore and establish what factors influence film promotion Watch and study a romantic comedy film Study the production company – what is their ethos? What are they known for? What expectations does this create?
3	Consider certification and regulating bodies impacts	<ul style="list-style-type: none"> Explore and establish what factors influence film promotion – research and case study
4	Analysis of a film promotion method	<ul style="list-style-type: none"> Analyse a form of film promotion for a romantic comedy film (from list A) e.g. film poster Explore connotation and denotation of colour, composition, representation
5	Analysis of a second film promotion method	<ul style="list-style-type: none"> Analyse a form of film promotion for the same romantic comedy film (from list B) e.g. film trailer Explore connotation and denotation of colour, composition, representation
6	Planning including learned knowledge and conventions	<ul style="list-style-type: none"> Plan of film promotion media e.g. film poster Plan of film promotion media e.g. storyboard for a film trailer (use student task sheets for guidelines on production requirements)
7	Production planning – taking into account learned knowledge and conventions explored	<ul style="list-style-type: none"> Produce a mock up of a film poster Produce a mock up of a storyboard for a film trailer
8	Production planning – taking into account learned knowledge and conventions explored	<ul style="list-style-type: none"> Completion of mock ups
9	Justification according to the conventions and expectations of the institution and representation factors	<ul style="list-style-type: none"> Complete written justification of choices made in mock up according to institutional and representation factors – does not have to be continuous prose

Assignment Bank 3

Topic: print – advertising and marketing

Title: create an advertising campaign

Primary Key Concepts: media language, institution, representation and audience

Teaching Objectives:

- Teaching objectives should be an accumulation of all that has previously been studied in Assignment 1 and 2

Task 1 (a) pre-production research

Analyse an advertising campaign for a product. Focus on a TV advert, a radio advert and a magazine advert.

Task 1 (b) AO3

Produce a mock up of each item bearing in mind the codes and conventions established.

Task 2 (a) AO4

Create the final drafts of the advertising campaign using the appropriate technology. This includes original imagery wherever possible.

Task 2 (b) AO4 700-800 words

Evaluate your production in light of the analysis for Task 1 (a).

Week	Objectives/aims	Suggestions/ideas
1 and 2	Consider the importance of advertising	<ul style="list-style-type: none"> Tally up and discuss where in our daily lives we encounter advertising Explore how advertising works – could use a clip from a Derren Brown show where the impact of subliminal advertising is explored (clip is available on ‘YouTube’) Study how advertising has developed and changed – consider the impact of new media. Complete a representation of (women/men/children etc) in advertising collage
3	Case study - Analysis and consideration of conventions	<ul style="list-style-type: none"> Explore an advertising campaign e.g. Persil, Levis, Coca-Cola. Examine print, strand of the campaigns (a range of past and present adverts are available on ‘You Tube’) Students could compile a list of conventions from this study
4		<ul style="list-style-type: none"> Explore an advertising campaign e.g. Persil, Levis, Coca-Cola. Examine television strand of the campaigns Students could compile a list of conventions from this study
5		<ul style="list-style-type: none"> Explore an advertising campaign e.g. Persil, Levis, Coca-Cola. Examine radio strand of the campaigns Students could compile a list of conventions from this study
6 and 7	<p>Investigate and plan a mock up of an advertising campaign</p> <p>Consideration of institution and target audience</p>	<ul style="list-style-type: none"> Students need to plan an advertising campaign for a product – differentiation can take place through how this is approached. Students could develop a campaign for a new product for the advertising campaign that had been studied as part of the case study. Alternatively, students could be provided with a ‘brand’ to then plan an advertising campaign for a new product for them; - this would need exploration of the brand values and development. Examples of brands can be found in ‘Superbrands’ - a book that annually celebrates great British brands. The plan could be done through sketches, mind maps, idea boards and flow diagrams Plan should indicate appeal to an identified target audience Plan needs to engage with institutional factors and address appropriate representation Pitch presentations could be given in Dragons Den/Apprentice style scenario

8	Planning a mock up of an advertising campaign in light of analysis and case study	<ul style="list-style-type: none"> • Completion of a mock up of print, TV and radio advertising strands of an advertising campaign
9	Product realisation of an advertising campaign in light of analysis and case study	<ul style="list-style-type: none"> • Completion of an advertising campaign including print, radio and TV strands of a campaign
10	Product realisation of an advertising campaign in light of analysis and case study	<ul style="list-style-type: none"> • Completion of an advertising campaign including print, radio and TV strands of a campaign
11	Product realisation of an advertising campaign in light of analysis and case study	<ul style="list-style-type: none"> • Completion of an advertising campaign including print, radio and TV strands of a campaign
12	Product realisation of an advertising campaign in light of analysis and case study	<ul style="list-style-type: none"> • Completion of an advertising campaign including print, radio and TV strands of a campaign
13	Evaluation in light of analysis Use of media language and terminology	<ul style="list-style-type: none"> • Use of Assessment for Learning – through an example evaluation examined against the assessment criteria will aid completion of this task • A written evaluation needs to be completed in light of analysis completed – link should be made and media language should be used confidently • Reference to all four key concepts is required

Student Worksheets

Assignment Bank 1

Topic: print – magazines and soap operas

Title: investigate the audience appeal of a magazine cover

Key concepts: media language and audience

Task 1 (AO2) 500 words

Choose two magazine covers. Analyse the covers and explain how they appeal to the target audiences.

You may wish to comment on:

- layout
- use of colours
- use of images
- text styles
- text content
- appeal to audience
- use of conventions.

Task 2 (AO3)

Present your ideas for a cover of a magazine promoting a new soap opera and aimed at a specific target audience.

- You must include sketches and plans of ideas
- You should include a mock up of your cover
- You could include details on how your magazine cover reaches the target audience

You will need to explain your intentions with reference to your use of **media language** and how it appeals to the **target audience**.

Assignment Bank 2

Topic: Cross media – film promotion (romantic comedies)

Title: explore the ways in which films are represented and promoted across the media

Key concepts: representation and institution

Task 1 (AO2) 1000words

Choose a film that promotes itself through the media. Explore how it is represented and promoted across two different media forms.

You may wish to look at some of the following:

- film posters
- trailers
- features in magazines
- interviews
- merchandising and other promotional material
- DVD case
- internet homepage.

Task 2 (AO3)

Chose **either**:

- An existing film that you wish to promote in a different way to how they are currently represented

OR

- A new film, either real or a creation of your own

For your chosen film create two of the following (one from list A and one from list B)

List A

- Mock up of a film poster
- Magazine article
- DVD case
- Internet home page

List B

- Devise a storyboard of a trailer
- Script for television or radio interview

You will need to explain how these media preproduction tasks would deal with the issues of **representation** and **institution**.

Assignment Bank 3

Topic: print – advertising and marketing

Title: create an advertising campaign

Key concepts: media language, institution, representation and audience

Task 1 (a) pre-production research

Analyse an advertising campaign for a product. Focus on a TV advert, a radio advert and a magazine advert.

Task 1 (b) AO3

Produce a mock up of each item bearing in mind the codes and conventions established.

Marks for task 1: 15marks

Task 2 (a) AO4

Create the final drafts of the advertising campaign using the appropriate technology. This includes original imagery wherever possible.

Task 2 (b) AO4 700-800 words

Evaluate your production in light of the analysis for Task 1 (a).

You will need to explain:

- how your production meets your original aims
- how it conforms or subverts the codes and conventions of advertising
- the institutional context
- how your production meets the expectations of the target audience
- what representations are used in terms of people, places, font, colour etc
- any consideration of rules and regulations that may apply.

Marks for task 2: 30 marks