

AS MEDIA STUDIES LEARNING PLAN



F A R G O



The
WALT DISNEY
Company



Skills and AOs	Confident	Developing	With difficulty
INDUSTRIES, TEXTS AND AUDIENCES: UNIT 1			
I demonstrate a thorough knowledge and understanding of the macro-organisation of an area of the media industry and demonstrates through analysis of well-chosen examples how this affects the industry's products.			
I demonstrate a thorough knowledge of a media company, defining roles and responsibilities and describing their interrelationship. Shows a thorough understanding of conditions of employment, and of possible career pathways within that company.			
I demonstrate, through analysis of well-chosen examples, a thorough knowledge and a sophisticated understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates, through analysis of well-chosen examples, how they represent their audience, other social groups, or social issues.			
I demonstrate, through analysis of well-chosen examples, a sophisticated understanding of how media texts can be understood and interpreted. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.			

SKILLS FOR MEDIA PRODUCTION: UNIT 2			
<p>I have a thorough understanding of a wide range of the different types of research techniques including an understanding of the different purposes, strengths and limitations of each. Has employed a wide range of techniques and procedures.</p>			
<p>I employ sophisticated research skills to gather a substantial amount of highly focused information for the content of a proposed media production. Produces a thorough and well presented investigation into a media product. Is likely to work with increasing independence. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>			
<p>I show a thorough understanding of production equipment and technology, including an understanding of advantages and disadvantages of different versions of that equipment and technology. Is able to operate it with confidence and proficiency. Is likely to work with increasing independence.</p>			
<p>I have, throughout the period of the course, made extensive progress in improving skills levels. Has developed skills in a substantial range of techniques, using them with confidence and creativity.</p>			

MEDIA PRODUCTION BRIEF:UNIT 3			
<p>I show an excellent understanding of preproduction, production and post-production techniques through documentation which is very well organised and fully covers all aspects of the process.</p>			
<p>I demonstrate an extensive range of production and technical skills which are applied to a media product which successfully achieves its intentions.</p>			
<p>I can produce a media product which demonstrates creativity, fully addresses the brief and successfully engages the intended audience.</p>			
<p>I can provide, with analysis of well-chosen illustrations, a critical evaluation of own work and of the product's fitness for purpose. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>			
<p>I am watching extra films around the key texts studied in lessons.</p>			
<p>I am reading the media sections of the broadsheets to enhance my subject knowledge.</p>			

Task	Assessment Objective	Mark
1.Documentary Analysis	Unit 1: A04 (d) and (c) /12	
2. Is Chanel 4 thriving?	Unit 1 : A01 (a) /20	
3. Working Title Micro Case Study	Unit 1: A01 (a) /20	
4. Fargo and Four Weddings Comparison	Unit 1: A04 (c) /12	
5. Disney Macro-Case Study	Unit 1: A01 (a) /20	
6. Jobs Roles Research	Unit 1: A01 (b) /16	
7. City of God/La Haine analysis	Unit 1: A04 (d) /12	
8. Interview with media professional	Unit 1: A01 (b) /16	
9. Viewing Habits in N10	Unit 2: A02 (a) /12	
10. Research for news broadcast	Unit 2: A02 (d) /18	
11. News broadcast	Unit 2: A02 (c) /12	
12. Presentation of news broadcast	Unit 2: A02 (d) /18	
13. Planning evidence for news broadcast	Unit 2: A02 (c)/	
14. Research for 'I' newspaper	Unit 2: A02 (b)/18	
15. 'I' newspaper cover	Unit 2: A02 (c)/12	
16. Evaluation for 'I' newspaper	Unit 2: A02 (d)/ 18	
17. Checklist of techniques	Unit 2: A02 (d)/ 18	
18. Research and planning : Practical Production	Unit 3: A02 (a) /16	
19. Media production skills: Practical Production	Unit 3: A03 (b)/20	
20. Final media production: Practical Production	Unit 3: A03 (c)/16	
21. Evaluation: Practical Production	Unit 3: A04 (d) /8	

September-December Unit 1

1. **Introductory 3-4 lessons**: what is media? Key media concepts (teach through a film text) (A04-media text analysis)
2. **Institution and Audience Micro-Case Study**: Channel 4 Documentary study 'My Big Fat Gypsy Wedding'/ 'Educating Yorkshire/Essex'/Chicken Shop/Benefits Street. **Is Channel Four fulfilling its remit successfully?** (A01-Understanding of how media industries think about their audiences and construct their products in order to appeal to them and A04- how media texts can be understood and interpreted/representation)
3. **Institution Case Study: Is Channel 4 thriving?** (A01- knowledge and understanding of a macro-organisation through analysis of its products and impact)
4. **Unit 2: Viewing Habits in N10: Audience research and research methods task** (A02- understanding of a wide range of research techniques)
5. **Disney** (A01-Macro-case study of a media organisation)
6. **Job roles and pathways in Disney** (A01- jobs roles and career pathways)
7. **Evaluation of research techniques task**: primary and secondary, quantitative and qualitative research evaluation table(A02- understanding of research techniques)
8. **Talk/interview with Media Professional** (tbc)
9. **Plan a new media suite** (A02- thorough understanding of equipment and production)

September-December Unit 1 and Unit 2

1. Introduction to **key media concepts** Powerpoint
2. **Working Title Case Study** (A01 Macro-case study)
3. **'Fargo' and 'Four Weddings'** text analysis essay
4. **Pre-lim Task 1**: Research **'I' magazine**, make own article and evaluate skills

5. **Pre-lim Task 2**: TV News report

Unit 3: January-April

Exam Board set topic