Year 10 T1 T2 T3

Knowledge	Skills
I understand the theoretical framework in relation to the products	TASK: FEMINIST THEORY ⦿ TASK: Discuss with your partner if you think media products show a greater gender equality in todays products? (are men and women represented equally?) **STRETCH AND CHALLENGE** - Research and apply feminist theory to a range of products.
I understand the theoretical framework in relation to the products	TASK: THE MALE GAZE ⦿ TASK: Conduct some research into this theory and then write a 300 word response. Do you agree that women are constructed in films, print etc to please men rather then women? Can you support it with examples? JUDITH BUTLER ⦿ Believes that women are represented as stereotypically as feminine and men as stereotypically masculine. ⦿ This is known as heteronormativity. ⦿ Why are Hollywood products starting to challenge this? ⦿ Is there evidence of this in the Lego movie posters? **STRETCH AND CHALLENGE** – Who opposes this theory and why?
I understand how to demonstrate my knowledge and understanding of the theoretical framework in relation to the products	**FORMATIVE ASSESSMENT:** ANALYSING REPRESENTATION and MEDIA LANGUAGE IN THE POSTER CAMPAIGN POWERPOINT CASE STUDY 1. Evaluate the use of media language and conventions in the posters and trailer? 2. What conventional genre codes are there to help appeal to a family audience?

	3. Who do you think this campaign is aimed at? How? Why? 4. How are stereotypes used across the poster and Trailer campaign. Why are they used? 5. How is gender represented across the poster and trailer campaign? Are there any inequalities? 6. Why do you think this representation was presented in this way and at this time? Were there any social, cultural of historical reflections? 7. In what ways could the audience read the posters differently? How and why? 8. Why might audiences enjoy the posters/trailer? 9. Can a feminist approach be applied? 10. What kind of brand is created? **STRETCH AND CHALLENGE-** Look at the A level theoretical approaches and apply them.
I understand how posters can communicate with audiences	**CREATIVE TASK** Create another poster that would run in this campaign You can pick an existing characters or create your own one You can use photoshop, another program or draw it. **STRETCH AND CHALLENGE** Make sure you include the following Clear genre codes for the Lego movie A clear representation of a character A range of media language
I understand how to demonstrate my knowledge and understanding of the theoretical framework in relation to the products	SUMMATIVE ASSESSMENT ⦿ Analyse how genre codes have been used in *The Lego Movie* poster campaign to appeal to a family audience.

Media Studies Fundamentals

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I understand how to demonstrate my knowledge and understanding of the theoretical framework in relation to the products	**FORMATIVE ASSESSMENT** LEGO VIDEO GAME 250 word review. ⦿ Do some research on the game – Was it popular? What did fans say? What do you think? ⦿ Numbers are down and the company need you to write a 250 word blog selling the video game to the target audience. ⦿ Write a positive review justifying why the audience would enjoy playing the game ⦿ Include uses and gratifications of playing video games with specifics about the Lego Game. ⦿ Add some images or screen shots from the game ⦿ Make sure you use the following key words to justify why the audience should but the game ⦿ Escape/ Interact/Entertain/ Characters/ Integrate **STRETCH AND CHALLENGE – Find a review and complete a detailed comparison to their thoughts and your own.**
I can Analyse the print and video game media products using the theoretical framework of media, including their context.	**SUMMATIVE ASSESSMENT** ⦿ Explain at least TWO uses and gratifications of video games using Blumer and Katzs Theory. Refer to the Lego Movie Video game to support your answer.
I can Analyse the print and video game media products using the theoretical framework of media, including their context.	**TASK: The Lego Movie Video Game** Create your own online strategy for marketing a new film coming out. ⦿ Which of these would you use.

	◉ Put them on a timeline from 6 months before up to the film coming out a beyond ◉ So for example 6 months before you might just start with some online advertising…. Then……. **STRETCH AND CHALLENGE**
I can Analyse the print and video game media products using the theoretical framework of media, including their context.	TASK Vertical integration and convergence ◉ Vertical integration is a way of a company having more control over the different processes a product goes through. ◉ For example if a movie producer also owned a camera company, a recording studio and a cinema then this would be vertical integration. **TASK: Find out the following** ◉ Is there evidence of this with The Lego movie campaign? ◉ Who made the film? Find out some facts about them as a company ◉ What other companies do they own ? Why does this matter? ◉ What effect might this have? Money? Power?
I can Analyse the print and video game media products using the theoretical framework of media, including their context.	**TASK: VIDEO GAMES RATING** ◉ Find out about 3 video games including the LEGO MOVIE video game. ◉ How were they rated? ◉ Why were they rated this way? ◉ Do you agree with the rating? Could the video game effect audience in way? - link in audience theory
I can Analyse the print and video game media products using the theoretical framework of media, including their context.	**SUMMATIVE ASSESSMENT** 1. Who rates video games? 2. Explain **two** reasons why a film company would release a video game linked to a film.
I can analyse the print and video game media products using the	**FILM ANALYSIS**

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theoretical framework of media, including their context.	⦿ Prepare your notes page into columns to make sure you cover the following topics ⦿ 1. Why do you think this film was successful? ⦿ 2. Why did warner Brothers make this film?
I understand the effect of regulation on media products	**REGULATION** TASK: Find out 5 facts about the BBFC 1. When were they set up? 2. How does their process work? 3. What rating did they give The Lego Movie? Do you agree or disagree with the rating? 4. Do you think Warner Brothers would have been happy with if they got a rating of 18 for this film? If not, why not? 5. Do you think film regulation is essential? How? why? **STRETCH AND CHALLENGE _ what would happen in a world with no regulation? Consider your viewpoint and explain**
I can show my understanding of media products and conventions.	**NEW PRODUCT PRESENTATION** ⦿ You have 20 minutes to brainstorm your multi platform idea and then you will present back to class. ⦿ Make sure you have the following information 1. What is the product 2. What platforms will go across? I.e. will it be a film, a game and a poster? 3. Who is the product targeted at and how will we know? 4. Why will it work across these platforms?
I can Analyse the print and video game media products using the	**FORMATIVE ASSESSMENT: CASE STUDY** ⦿ Write an 800 word explanation of how this film fits within media industries

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theoretical framework of media, including their context.	◉ 1. Write a short explanation of the film
	◉ 2. Explain why Warner Brothers would have wanted to produce this film
	◉ 3.Explain how this film was funded
	◉ 4. Explain why having the product across platforms was successful?
	◉ 5. What made this franchise successful ?
	◉ 6. Who was each products target at? How do you know this?
	◉ 7. Why would audience have enjoyed the Posters? The video game and the film? Discuss each one individually and refer to uses and gratification theory.
	◉ 8. Who regulates film, posters and video games?
	◉ 9. Explain how the franchise was marketed?
	◉ 10. Describe the use of stereotypes in the poster and the effect this would have on audiences. Could audiences have received this differently? How why?
	STRETCH AND CHALLENGE – Use and range of S & S key terms and A level theoretical approaches within your case study.
How have you stretched and challenged yourself this term? Teacher comment Student comments and target:	

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Year 10 T4, T5, T6

Knowledge	Skills
Component: Creating Media To create media products through applying knowledge and understanding of media language and media representations from the theoretical framework to express and communicate meaning to an intended audience.	**Research tasks** Look at 3 other products in your chosen genre (i.e. other music magazines) and analyse how they have used media language to create an effective product.
I understand and can apply how media products, **represent** events, issues, places individuals and social groups	Look at 3 other products in your chosen genre (i.e. other music magazines) and analyse how they have created a positive or negative representation of people/places/events etc.
I understand how media products address **audiences.**	Look at 3 other products in your chosen genre (i.e. other music magazines) and analyse how they have reached audiences. Have they used dramatic Coverlines? Large images? A gift?
	Planning Tasks
I understand how to plan an effective **media product**	Write your statement of intent To include. How you intend to use media language. (i.e. what colours, images, fonts, layout will you use to create a conventional product.

	How you will represent people in your product.
	How you will identify, reach and address your target audience?
	Schedule of how you will create your product
	Equipment/resource list
	Pitch
	Draft designs
I understand how media language can create **meaning.**	**Production Tasks**
	Create your product
	Keep a log of anyone that supports you with the product