

SCHEME OF WORK

TITLE: Introductory Unit				COURSE: AS Media			
OBJECTIVES: <i>To have an understanding of codes and conventions across several platforms. To understand the concept of Media Literacy</i>				OUTCOMES: <i>Ability to understand texts in terms of language, codes and conventions and recognise them across several platforms</i>			
SPIRITUAL, MORAL, SOCIAL CULTURAL OPPORTUNITIES: <i>Interaction with classmates/investigative media/cultural ideology, Moral issues within Media</i>				RESOURCES: <i>Internet, IWB/Board, digital cameras, PCs/Mac with Windows or iLife.</i>			
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
What is Media? What Media Means to you? Media Diary & Timeline See you media Mini Practical using movie maker/imovie	Introduction to Media Literacy and Media Language. Outline codes and conventions & Key Concepts GRANITE (Genre & Representation)*	As Week 2, examining GRANITE (Audience & Narrative)*	AS Week 2 Examining GRANITE (Institution, Ideology & Technology)*	Applying New Skills & Terminology to texts: Outline 3 mini-case studies across different platforms. <u>Teacher Model case study.</u>	As Week 5 Case study from either TV, Film, Press, Internet, Radio Independent learning	As Week 5 Case study from either TV, Film, Press, Internet, Radio Independent learning	Half Term
WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	WEEK 16
Introduction to the exam Assessment Focuses for written exam Complete case studies/ assess	Introduction to practical Skills for chosen coursework (<i>see separate SOW for coursework</i>)						
G & T/ENRICHMENT OPPORTUNITIES: <i>Visit to production house or media organisation WK4/5; if Autumn term – national schools films week</i>							
SUMMATIVE ASSESSMENT: <i>* denotes opportunities for practical exercises at teacher discretion; completed case studies</i>							