

Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	10	Sequence No.	1	Topic	Media Language
Retrieval	Core Knowledge			Student Thinking			
What do teachers need to retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?			What real life examples can be applied to this sequence of learning to develop our students' thinking, encouraging them to see the inequalities around them and 'do something about them!'			
<p>Basic skills that students need to master before new content are:</p> <ul style="list-style-type: none"> • Being able to infer/study an advert for basic use of colours and images to create meaning. • Understanding how the media creates messages for audiences/consumers to decode. • Basic level skills include knowledge of: connotations and deeper layers of meaning suggested by an image <p>*These basic skills are usually tested by showing students brands and simple adverts that sell people a product.</p>	<ul style="list-style-type: none"> • At this early stage of the course, students will focus primarily on how media language is used in publishing products and also trailers to create meaning. • Key media language includes the following: Publishing media products: <ul style="list-style-type: none"> o layout and design, e.g. alignment, balance, contrast, proximity, repetition, white space o typography, e.g. serif and sans serif typefaces, fonts and font size, continuity, letter spacing and line height, readability o photographic techniques, e.g. composition, image quality, lighting effects, depth of field, aesthetic o image editing techniques. • Students will learn how media language such as the examples above are used by media producers to create different effects to communicate meaning to audiences. For example, how adverts create a sense of luxury in a car advert or a sense of fear in a horror poster. <p>Students are taught the following key terms and apply them to their analysis/study of various media products across the 3 main media sectors:</p> <p>Tier 2 vocab</p> <ul style="list-style-type: none"> • Layout and design • Colour scheme i.e. an arrangement or combination of colours to create an effect/feeling/mood/atmosphere • Sound • Lighting • Font • Suggests/Means/Shows 			<ul style="list-style-type: none"> • This topic is the cornerstone of the subject and will enable students to understand better how media practitioners' work, techniques and technology are used to contribute to the creation of media products. • Students analyze a variety of media products in this topic for their use of colours, framing, body language, text and how these combine to create meaning in the audience. Products include: film posters, trailers, magazine front covers and newspapers, still frames from films. 			

	<ul style="list-style-type: none"> • Message • Meaning • Camera angles • Editing i.e. Editing is the process of selecting and preparing written, photographic, visual, audible, or cinematic material used by a person or an entity to convey a message or information. <p>Tier 3 vocab</p> <ul style="list-style-type: none"> • Gutenberg Diagram/z pattern advertising i.e. A diagram that describes the general pattern followed by the eyes when looking at evenly distributed, homogeneous information. • Connotations/Denotations i.e. an idea or quality that a word makes you think about • Connotes/Denotes/Implies • Diegetic/Non-diegetic sound i.e. Diegetic sound is sound that comes from the setting of the film. Non-diegetic sound is sound that comes from our world, such as the soundtrack or scoring. • Low key lighting i.e. Low-key lighting is a style of lighting for photography, film or television. It is a necessary element in creating a chiaroscuro effect. • High key lighting i.e. High-key lighting is a style of lighting for film, television, or photography that aims to reduce the lighting ratio present in the scene. • Linguistic, technical & symbolic coding • Mise-en-scene i.e. the arrangement of the scenery, props, etc. on the stage of a theatrical production or on the set of a film. • Typography i.e. typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. • Symbolize i.e. to represent, express, or identify by a symbol • High angle/low angle/long shot, close-up shot, establishing shot etc. 	
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