



Vyners School

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Excellence

Welcome to the Media Studies Department



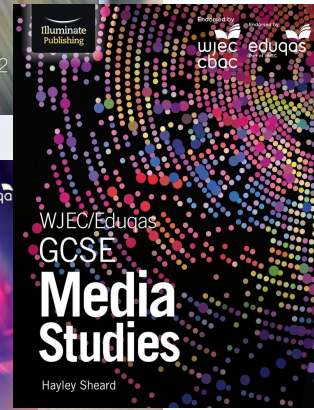
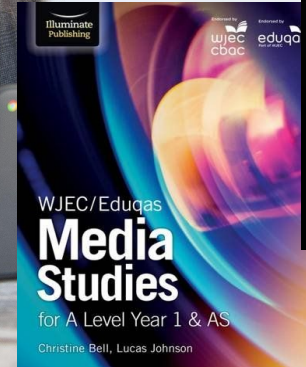
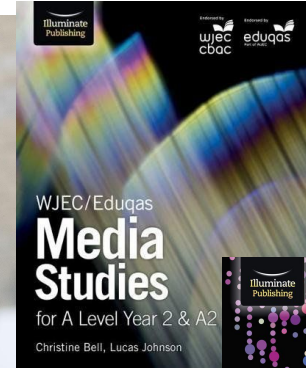
Staff:

- Miss L Parsons, Subject Leader
- Ms M Ogunlabi, Assistant Headteacher and Media Studies teacher



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Our Key Stage 5 Curriculum



"I love having the freedom to express my passion for film and directing within the coursework production unit"
Year 13 Student

At A Level students have the opportunity to study towards qualifications with Eduqas.

Students study a range of media set products which are assessed across 2 exam papers; as explained in this short [loom video](#) and outlined in the following slides.

You will also produce a coursework portfolio consisting of both print and interactive media content, the briefs for this change each year.



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COMPONENT 1 (EXAM): 2 Hours 15 Mins - 35% OF TOTAL GRADE (90 Marks)

MEDIA FORMS	SECTION A (45 Marks)			SECTION B (45 Marks)		
	MEDIA LANGUAGE	REPRESENTATION	MEDIA CONTEXTS	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
	Will assess <u>two</u> of the media forms studied in this section. You will also be required to analyse <u>unseen media products</u> .			You may be asked about <u>any</u> of the forms you have studied for this section as listed below.		
	2 Questions: One question will focus on <u>Media Language</u>: You will be required to analyse an unseen audio—visual or print source for Section A, for example Newspapers. You will use what you have learned from analysing the set products and the extended examples in class to enable you to analyse the unseen product. One question will assess <u>Representation</u>: You will be required to compare one of your set products with an unseen audio—visual or print resource from any of the forms you have studied for Section A. In this question you will be expected to be able to refer to <u>Media Contexts</u> and to produce an extended response.			2 Questions: One question will be a stepped (a, b, c, etc.) question that will assess your knowledge and understanding of <u>Media Industries</u> in relation to one of the forms and set products you have studied. One question will be a stepped (a, b, c, etc.) question assessing your knowledge and understanding of <u>Audiences</u>. This will be a different media form.		
Advertising & Marketing	Tide (1950's Advert)	Kiss of the Vamp Movie Poster (1960)	Super.humans (2020 advert)	Visual (016)	Tide (1950's Advert) - AUDIENCE & CONTEXT ONLY	Super.humans (2020) Audience and context only
Newspapers	Daily Mirror (1 February 2022)		The Times (1 February 2022)		Daily Mirror - Different to Sec. A (Complete Edition & Website)	The Times - Different to Sec. A (Complete Edition & Website)
Music Videos	Formation - Beyonce (2016)		Riptide - Vance Joy (2013)			
Film (Cross Media Study)					Black Panther (2018) - INDUSTRY & CONTEXT ONLY	I, Daniel Blake (2016) - INDUSTRY & CONTEXT ONLY
Radio					Woman's Hour	
Gaming					Assassin's Creed Franchise	



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COMPONENT 2 (EXAM): 2 Hours 30 Mins - 35% OF TOTAL GRADE (90 Marks)

MEDIA FORMS	MEDIA LANGUAGE REPRESENTATION MEDIA INDUSTRIES AUDIENCES MEDIA CONTEXTS				
	SECTION A (30 Marks)		SECTION B (30 Marks)		SECTION C (30 Marks)
	Topic: Crime Drama		Topic: Magazines		Topic: Online Media
	1 Question (either):	One <u>two part</u> question.	1 Question (either):	One <u>two part</u> question.	1 Question (either):
		One <u>extended response</u> question.		One <u>extended response</u> question.	
Television	UK: Peaky Blinders Series 1, Episode 1, (2013)		Denmark / Sweden: The Bridge - Season 3, Episode 1 (2015)		
Magazines			Historical / Mainstream: Vogue - Conde Nast (July 1965)	Contemporary / Independent: The Big Issue - Dennis & The Big Issue Ltd (October 2016)	
Websites & Blogs					Mainstream: Zoella (www.zoella.co.uk) Niche: Attitude (www.attitude.co.uk)



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COMPONENT 3: - 30% OF TOTAL GRADE (60 Marks)

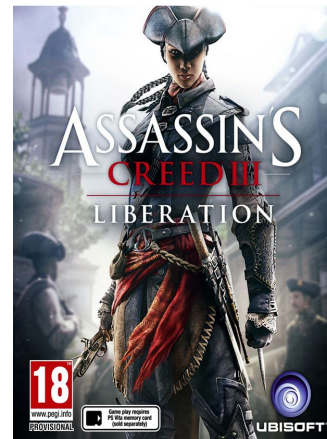
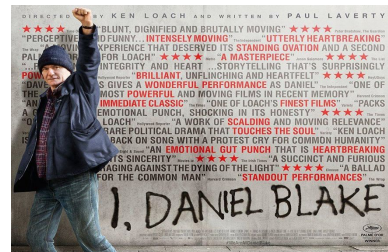
MEDIA FORMS	MEDIA LANGUAGE	REPRESENTATION	MEDIA INDUSTRIES	AUDIENCES	MEDIA CONTEXTS
	A practical creative brief which allows you to demonstrate your skills at creating a media product. Applying your understanding of the key concepts and then by using Adobe creative software to produce a range of cross-media products.				



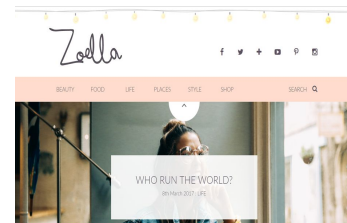
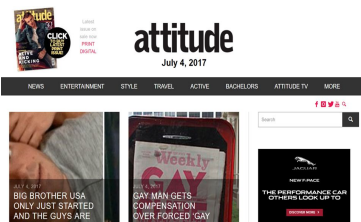
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Images relating to the
EDUQAS set products we
will study.



THE TIMES





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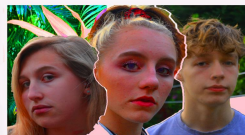
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CLICK X INTERSTATE

CLICK X INTERSTATE

INTERSTATE

1/10



INTERSTATE THE INTERVIEW

The London Born Trio say hello to success they never expected: the british based fashioncompany have dominated the fashion industry and all at 19...



Imogen Sykes • Leighton Dawn • Blaine Mitchell



£6.00

SUMMER 2018

THE NEW LUXURY ISSUE NO.1 PHOTOGRAPH BY CHILL-AN POPE

01753 5152

FEATURES MUSIC FASHION CULTURE

- 45 SYNERGY**
Who are the two new multi-talented girls taking over the rap game? Exclusive interview.
BY DANIEL DICK
PHOTOGRAPH BY CHILL
- 57 CLEO YVONNE**
From rags to riches, Cleo Yvonne takes RIT on her artistic adventure.
BY JOSE THOMPSON
- 63 HOTTEST SONG 2018**
The results are in.
BY GABRIEL ROBERT
- 14 SHES BACK**
The unexpected, but appreciated, return of Frida, including a surprise...
BY FRIDA CHEN
PHOTOGRAPH BY JOEL CARTER
- 4 TOP 10 UK RAPPERS TAKING OVER**
From Stormzy to MIST, here's 2018's top 10.
BY DANIEL DICK
- 19 WHAT GENRE?**
Check out the two DJs who made a mixed genre album! with Nike
BY TITIA LOON-SHAY
- 54 KIKI, DO YOU LOVE ME?**
Drake drops new album and along with it comes global challenge!
BY KATRINA QUINN
- 8 BREAK THROUGH STREETWEAR BRANDS**
Best of streetwear 2018.
BY DANIEL DICK
- 29 OFF WHITE'S FRESH NEW COLLECTION**
Featuring their new collaboration with Nike
BY TITIA LOON-SHAY
- 33 YE!**
Yezy drops new shoe, is ugly fashion?
BY VANESSA ROBERT
- 66 MENS-WEAR'S M-INDFUL TURN**
The spiritual awakening.
BY DAN DICK
- 71 PHOTOGRAPHERS SPEAKING FOR YOUTH**
The visual truth.
BY FRIDA CHEN
- 17 #YOUMATTER**
The new campaign bringing light to mental health.
BY GABRIEL ROBERT
- 11 THE PERCEPTION OF BEAUTY**
How to break the stigma.
BY CHRISTOPHER ROBERT



BLUE EDITION 2/SUMMER 2018 PHOTOGRAPH BY BENJAMIN RAIFE



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Frequently Asked Questions

What is Media Studies? In Media Studies, we investigate and analyse the types of media that we all use every day. The media plays a big part in our everyday lives, which gives you a bit of a head start; you probably know a lot about the media already. We study **TV, film, magazines, advertising, radio, social media** and so **much more** in Media Studies.

How will I know if I will like it if I haven't studied it before? The A Level in Media Studies is an engaging and rewarding course for students who are willing to **think critically and analytically** about things that most people will see as leisurely activities (**such as watching films and TV shows** or logging into their **social media accounts**).

It is important for students to understand that Media Studies requires **organisation, passion** and **discipline**. **Those who connect personally with the subject outside of lessons, will be the most rewarded.**



Frequently Asked Questions

How are students assessed in Media? At A Level, students are assessed following each individual unit which usually falls at the end of each half term, using past exam papers and practice questions alongside the exam board mark schemes. We also have a practical unit (coursework) worth 30% of the final A Level grade.

Is it worthwhile studying Media? 5 Reasons why studying media is beneficial for students and young people:

- It is a truly contemporary subject which is relevant to all aspects of our lives
- It improves literacy skills and pupils' abilities in other subjects.
- It is a genuinely vocational subject - making your own media products while developing your creativity with digital creative software
- Pupils learn to apply theory, exploring the complexities of representation and learning to think critically.
- Media Studies develops skills employers are looking for (creativity & critical thinking).



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Our Co-curricular Offer

Students are invited to participate in extra-curricular activities including Photoshop & In-Design creative skills building workshops.

We are planning to organise a trip to this year's London Film Festival to include a film screening, workshop & Q&A event.

