

Preston Manor High School
GCSE MEDIA STUDIES: OCR 1918
 HoD: Ms Mcleod

GCSE MEDIA STUDIES: SPRING TERM (1) SCHEME OF WORK

TIME-SCALE	LINKS WITH OCR SYLLABUS	ACTIVITY	ASSESSMENT	HOMEWORK	RESOURCES
Week 1	<ul style="list-style-type: none"> ▪ AO1: Media Knowledge and Understanding ▪ Exam skills and objectives 	<p>Introduction to Advertising unit: outline of coursework outcome - Assignment 3: <u>Create an advertising campaign for a new fragrance or confectionary: to include two full page magazine adverts and a billboard design, using original photography and graphics. To be accompanied by a written evaluation and planning notes</u></p> <ul style="list-style-type: none"> ▪ Key Questions: what is advertising? How are adverts made? ▪ Complete short activity ▪ Introduce Advertising Techniques: <i>Brand Logo</i> starter activity ▪ Introduce key terms: Images; Copy and Association; Slogan; Brand name and image; Simple/Compound/Complex ▪ Reminder about Assignment 1 deadline 	<ul style="list-style-type: none"> ▪ Response to introductory tasks 	<p>First Draft of Assignment 1</p> <p>Collect examples of perfume ads, bottles etc</p>	<p><i>Introduction to Advertising</i> task-sheets</p> <p><i>English and Media Centre</i> resource</p> <p><i>Brand Logo</i> starter activity</p> <p>Production Task Outline</p>

TIME-SCALE	LINKS WITH OCR SYLLABUS	ACTIVITY	ASSESSMENT	HOMEWORK	RESOURCES
Week 2	<ul style="list-style-type: none"> ▪ AO1: Media Knowledge and Understanding ▪ AO3: Media Analysis and Interpretation ▪ Exam skills and objectives 	<ul style="list-style-type: none"> ▪ Introduce Advertising Language ▪ Brainstorm possible language techniques and effects ▪ Focus on Techniques of Persuasion: Lines of Appeal/Maslow's <i>Hierarchy of Need</i>/Psychological Techniques ▪ Introduce Practical Production Coursework: Advertising campaign for a new fragrance ▪ Brainstorm popular examples of well-known brands - sources and inspirations for their names? ▪ Create a spider-gram on attractive smells and possible connotations ▪ Textual analysis task using magazine adverts and identify hard/soft sell: <u>List 3 perfume or after-shave names and explain how the associations of their names and the style of typography might be appropriate to the product</u> ▪ Read exemplar - Hugo Boss analysis 	<ul style="list-style-type: none"> ▪ Language techniques exercise ▪ Textual Analysis task 	<p>Create a glossary of terms used in ads for beauty products</p> <p>Complete Textual Analysis task</p>	<p>Advertising Language task-sheets</p> <p><i>Maslow's Hierarchy of Need</i> diagram</p> <p>Magazine adverts</p> <p><i>OCR</i> resources - <i>Hugo Boss</i> model analysis</p>

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Week 3	<ul style="list-style-type: none"> ▪ AO1: Media Knowledge and Understanding ▪ AO3: Media Analysis and Interpretation ▪ AO6: Media Production and Evaluation 	<ul style="list-style-type: none"> ▪ Continue focus on Practical Production Coursework: Media Producers and Audiences ▪ Consider the function of the product: why do we buy them (smell/status)? Where are they sold? How much do they cost? ▪ Identify possible reasons for the appeal of this luxury product ▪ Examine Marketing Techniques: Psychological (arousal, aspiration, exotica, celebrity endorsement, originality, tradition, social class, designer identity, economic status, success) <u>Marketing Drives</u> (Christmas, Valentine's Day) ▪ Introduce focus on audience (use OCR textbook p.66) ▪ Using the audience classification chart to identify ads according to social class ▪ How/why is a consumer group targeted? Who are the consumers? What do they expect? 	<ul style="list-style-type: none"> ▪ Textual Analysis tasks ▪ Response to Key Questions 	<p><u>Provide a detailed textual analysis of 2 perfume adverts for different brands</u> (500 words)</p> <p>The analysis should cover:</p> <ul style="list-style-type: none"> ▪ The product name ▪ Colour ▪ Typography ▪ Photography ▪ Mise-en-scene ▪ Layout/graphics ▪ Additional incentives <p>Design first draft advertising campaign Decide upon target audience and appeal Explain clearly and using evidence, why these choices will be successful.</p>	<p><i>OCR resources</i> (Task 2 p12)</p>

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Week 4	<ul style="list-style-type: none"> ▪ AO1: Media Knowledge and Understanding ▪ AO6: Media Production and Evaluation 	<ul style="list-style-type: none"> ▪ CLC Booking: Introduction to <i>Photoshop</i> workshop ▪ Collect appropriate images for advertising campaign ▪ Complete pre-production tasks ▪ Students should finalise design concept, including font design and have found all background/additional images ▪ <u>All students should aim to take photos by 4th session</u> 	<ul style="list-style-type: none"> ▪ Pre-production tasks ▪ Photoshop skills 	Collect necessary props/costume for photo shoot and confirm model(s)	<i>Photoshop</i> guidance booklets CLC support/training
Week 5	<ul style="list-style-type: none"> ▪ AO1: Media Knowledge and Understanding ▪ AO6: Media Production and Evaluation 	<ul style="list-style-type: none"> ▪ CLC Booking: Continue working on advertising campaigns (photo shoot) ▪ Students should have completed 3 advertisements ▪ Revise pre-production tasks and conduct audience response in class 	<ul style="list-style-type: none"> ▪ Final Draft of Advertising Campaign 	Attend Media Workshop - extra curriculum provision to continue working on advertising campaigns	<i>Photoshop</i> guidance booklets <i>OCR</i> resources
Week 6	<ul style="list-style-type: none"> ▪ AO1: Media Knowledge and Understanding ▪ AO6: Media Production and Evaluation 	<ul style="list-style-type: none"> ▪ Completion of Practical Production unit ▪ Evaluation and trouble-shooting of coursework; students use assessment criteria to evaluate own and other's work 	<ul style="list-style-type: none"> ▪ First draft of evaluation ▪ Student self and peer evaluation 	Complete evaluation Attend Media Workshop	<i>OCR</i> resources