

# Subject Information      Options 2015-17

Below is useful information from departments that should be used to help choose your option subjects. If you require any further information please speak to the member of staff responsible for the subject.

## Option Subjects

		<b>Subject</b>
		<b>Media Studies</b>
	<b>Exam Board</b>	AQA
	<b>Syllabus number</b>	4810
	<b>Member of staff responsible</b>	Mr P Sluman
	<b>Accreditation</b>	GCSE
Exam Information	<b>How many?</b>	1
	<b>When taken?</b>	Summer term Year 11 (1 hour 30 minutes)
	<b>Percentage of final mark</b>	40%
Coursework Information	<b>How many?</b>	None
Controlled Assignment Information	<b>How many?</b>	<b>Three:</b> <ol style="list-style-type: none"> <li>1. <b>Textual Analysis:</b> 500 – 700 word analysis of the opening sequence of a TV programme and storyboard of an original opening sequence.</li> <li>2. <b>Cross Media tasks:</b> 1000 – 1200 word comparison of the techniques used by advertising media and design of an original campaign.</li> <li>3. <b>Practical Production</b> and 700 – 800 word Evaluation.</li> </ol>
	<b>When taken?</b>	October and February Year 10 (Textual Analysis and Cross Media task) September to January in Year 11 (Practical Production)
	<b>Percentage of final mark</b>	60%
<b>Brief outline of subject</b>	We analyse and produce a range of texts, starting from learning basic textual analysis and storyboarding skills, before learning about advertising techniques in print and moving image to analyse and design and original campaign. The Practical Production allows students to plan, research and produce a complete project before reviewing and evaluating their success. The examination also requires analysing of existing media and planning, design and evaluation of an original text.	
<b>Characteristic of students who succeed in this subject</b>	Success will come to those who can view media products critically and be prepared for analysing these in detail. In addition, those that are prepared to learn new technical skills, such as video and still image editing, still and video camerawork. Creative students excel in this subject as there is strong emphasis on the ability to plan and design media texts, from creating magazine covers to drawing accurate storyboards. The analytical nature of Media will appeal to those who are confident in English.	
<b>Relevant information that may be important</b>	GCSE Media Studies is essential if you are thinking of engaging further with the subject at A level or University. It is also very useful for those thinking of working in any Media industry as the course gives an overview of how the industry works as well as a basis in the practical skills necessary. Furthermore, the skills necessary to succeed in Media Studies: project management, team working, working to a brief and working to deadlines will prove useful in any career.	
<b>Advisory Entry Level Requirements</b>	No advisory entry level requirements	