

Medium Term Plan: MAGAZINES

Title of Unit: Magazines	Year: 10	Term: Winter – 2 Nd Half – 1 st half Spring Term	Duration: 14 weeks
Overview: This is an extensive Unit of both research and practical Magazine production work that accounts for around 15 % of the students final GCSE grade through Controlled Assessment			
Assessing Prior Learning to this Unit: Students have completed a short 5 week introduction to Media Studies scheme of work in which prior Media Knowledge and awareness of key terms and concepts has been addressed.		Future Learning: Students will be moving on to a unit on Advertising and eventually Music Video marketing and promotion which both require a development of skills learnt in this unit.	
Key Concepts: Media Language. This assignment aims to introduce candidates to the analysis and interpretation of media texts through the analysis of media language and the application of media terminology and techniques. Audiences The consumption of media texts by different audiences should be considered. Understanding will be demonstrated through pre-production Activity: How do the covers/pages appeal to their audiences? Representation Goffmans theory: Laura Mulvey and the Male Gaze, the sexualisation of Women in magazines: Content analysis and visual analysis of gender. Institution How the conditions of production could change depending on the style of the production house. Issues in distribution. Regulation within the industry, censorship etc	Key Questions for this Unit: <ul style="list-style-type: none"> ▪ What are magazines + what are there function? ▪ What are the different genres of magazines and there conventions? ▪ How is gender represented in magazines? ▪ How can magazines target specific audiences? ▪ What makes an effective front cover? 	Key Words: <ul style="list-style-type: none"> ▪ Camera angle ▪ Long shot ▪ Close up ▪ Target Audience ▪ Masthead ▪ Copy ▪ Front page ▪ Convention ▪ Masculinity / Femininity ▪ Desk Top Publishing ▪ Sell Line / Cover Line 	
English Learning focuses:	Functional skills:	Literacy Focuses <ol style="list-style-type: none"> 1. Language of Analysis 2. Comparison Connectives 	

Outcomes /Assessment Outcomes: I. An analysis of the cover pages of two popular magazines. How do the covers/pages appeal to their audiences? A Design of the cover for one edition of a magazine using their own images <ul style="list-style-type: none"> ▪ APP Assessment criteria: (character description) ▪ Peer Assessment: Peer assess each other's analysis ▪ Teacher Assessment: Analysis task 1 + Production task 2 ▪ Evidence and recording: Controlled Assessment grades recorded at end of the unit 	
Personalised Learning High attaining: Extension activities and additional magazine design work. Support: Differentiated resources, support in group activities Grouping: Mixed ability	Core Texts/ Resources <ul style="list-style-type: none"> ▪ Copies of magazine front covers both digital and hard copies ▪ Exemplar analysis work ▪ Computers and ICT rooms for Photoshop work ▪ Digital Cameras
Cross Curriculum Opportunities Creative Thinkers Generate ideas and explore possibilities. Art : Masthead Design / Photography workshops English: Article and interview writing skills help	NC Dimensions Healthy lifestyles Community Participation Technology and Media Creativity and Critical Thinking
Use of ICT <ul style="list-style-type: none"> ▪ Use of interactive whiteboards to engage learners and support learning activities ▪ Use of Adobe Photoshop and Digital cameras to teach basic design skills and photo retouching techniques. ▪ Blogging : Students design and produce their yr10 media blogs 	Health and Safety Usual classroom safe practice.

Outline of Lessons

Week 1: Introduction to unit + Audiences <ul style="list-style-type: none"> - Magazines : Role+ Function / Genres + Conventions - Categorising Magazine Audiences - Uses and Gratifications Theory
Week 2: Analysing Front Covers <ul style="list-style-type: none"> - Blogging task - Terminology - Analysing a front cover
Week 3: Representations <ul style="list-style-type: none"> - Women in Magazines - Men in magazines
Week 4: Analysis of Front Page : Coursework Task <ul style="list-style-type: none"> - Look at example tasks : how to analyse + compare

- Students start assessed coursewor

Week 5: Continuation of Assessment

Week 6 : Continuation of Assessment

- Peer Assessment and discussion of grades

Week 7 : Pre production and planning of Own Designs: Photography;

- What makes a good photo
- Designs + photo taking

Week 8 : Front Covers: Design + Drawing

- Flat plans and initial Layouts designed

Week 9 : Controlled Assessment 2: Pre production Booklets:

- Students complete their pre production booklets in class under controlled assessment conditions

Week 10 : Controlled Assessment 2: Pre production Booklets: continued

Week 11 : Controlled Assessment 2: Pre production Booklets: continued

Week 12: Introduction to photoshop:

- Basic photoshop skills explored: different workshops

Week13: Students use ICT to create their own front covers:

Week14: Students use ICT to create their own front covers:

Teacher Evaluation of Unit of Work

I thought the S.O.W was excellent and the quality of the students work was high. However they understandably found the practical production side much more enjoyable and therefore spent more time in it, when it is actually the Analysis task that they get more marks for. I Might address this later on in the year by giving them a quick refresher course in analytical language and then allowing al student 1 week to redraft their magazine analysis coursework.