

GCE A LEVEL

WJEC Eduqas GCE A Level in MEDIA STUDIES

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Component 3 Outline scheme of Work



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A level Component 3: Cross-Media Production (16 weeks)		
Weeks		Content
1	Introduction	<p>Introduction to briefs Initial research/ideas Choose main task and cross-media task Choose genre</p>
2-3	Research	<ul style="list-style-type: none"> • Textual analysis of similar products (media language and representations, audience and industry) • Identify specific codes and conventions of the form/style/genre and representational techniques • Analysis of similar products and associated cross-media products, convergence, development of brand/house style • Identify target audience of similar products and analyse how the product engages and positions the audience • Homework: Secondary research into industry context of similar products and theoretical focus e.g. genre, representation, digital convergence
4	Draft Planning	<p>Draft of initial ideas for cross-media production (two products), applying findings from research/analysis Development of house style/brand as appropriate – concept, logo, title, values, ethos etc. Audience research to test out ideas Pitch concept for project to teacher/class– feedback Homework: develop a full treatment</p>
5-6	Detailed Planning	<p>Detailed planning for both products: storyboarding, scripting, layout designs as appropriate Practicalities: location recces, permissions, shooting schedule, planning of resources, cast,) crew Write statement of Aims and Intentions and submit Teacher authenticates and signs off Research and Planning and Statement of Aims and Intentions</p>

7	Production 1	Production tasks for main product, appropriate to the brief: filming/photography, writing copy Design of print or online products While the main product is the focus here, learners could generate material for the cross-media product (e.g. if filming on location for a TV sequence, it would be sensible to take additional shots for a magazine article or webpage)
8-9	Production 1	Editing/design tasks appropriate to the brief Develop a full draft/rough cut of production Teacher reviews work, gives feedback, signs cover sheet to authenticate
10-11	Production 1	Re-shoot/re-drafting as necessary Final editing/design/polish
12	Production 2	Production tasks for cross-media product, appropriate to the brief: filming/photography, writing copy Design of print or online products
13-14	Production 2	Editing/design tasks appropriate to the brief Develop a full draft/rough cut of production Teacher reviews work, gives feedback, signs cover sheet to authenticate
15-16	Production 2	Re-shoot/re-drafting as necessary Final editing/design/polish Submission of media production; completion of cover sheet Teacher authenticates work and signs cover sheet