

GCSE Media Studies Coursework (60% of the GCSE marks)

Unit	Analytical task	Research / Planning / Presentation Task	Completion date
1.) Moving Image 500 - 700 words (in total) for the analysis of the opening scene and the evaluation of the storyboard.	Analyse the opening three minutes of a specific film or television programme. How does the film or programme attract the interest of its audience? (10 marks)	Present ideas for the opening of a film or TV programme in the same genre. Submit ideas as a storyboard using drawings (or photographs) and writing to represent what is on screen. (5 marks)	End of the Autumn Term of Year 10
2.) Advertising (Cross Media) 1000 – 1200 words for the analysis	Compare two adverts for the same product or service across two media platforms. (20 marks)	Print or web-based mock-up design for an advertisement for a magazine, newspaper or billboard. AND Audio-Visual media – devise a storyboard for a television or viral advertisement or a script for a radio advertisement for the same product . (10 marks)	End of the Spring Term of Year 10
3.) Magazine 700 – 800 word evaluation. (10 marks)	Four pages per student (including the front cover or front page) for a magazine aimed at a specific audience. (20 marks)	Up to 12 pages of research and planning. (15 marks) No more than two students producing four pages each. Recommended: Front page Contents page Double Page Spread	End of the Summer Term of Year 10 (Current Year 11s completing this in the Autumn Term 2015)

Students will have a chance to resubmit coursework in Year 11.