





Year 10: ASK Yourself!

Subject: Media Studies

**Unit 1: Exam Component 1 'Exploring the Media' Section A –
Print Products**

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
Language	I need to be able to analyse the use of media language in the product to a basic level and focus on some connotations or intended meanings.	With help I can analyse the use of media language in the product to a satisfactory level and focus on general connotations or intended meanings.	I can confidently analyse the use of media language in the product to a good, detailed level and focus on specific connotations or intended meanings.	I can expertly analyse the use of media language in the product to an excellent, detailed level and consistently focus on multiple connotations or intended meanings.
Representation and Context	I need to be able to analyse products with basic focus on representation and linking of products to their contexts making basic judgements and conclusions.	With help I can analyse products with satisfactory focus on representation and linking of products to their contexts making satisfactory, generally reasoned judgements and conclusions.	I can confidently analyse products to a good, detailed level, which engages in places with complex aspects of representations with good linking of products to their contexts making good, reasoned judgements and conclusions.	I can expertly analyse products to an excellent, detailed level which engages fully with complex aspects of representations with appropriate linking of products to their contexts with excellent, well-reasoned judgements and conclusions.
 K knowledge				
Codes and Conventions	I need to know the main codes and conventions of advertising, film marketing and magazines.	I know some of the codes and conventions of advertising, film marketing and magazines.	I know and can write confidently about the codes and conventions of advertising, film marketing and magazines and how this impacts on meaning.	I understand and can write expertly about the codes and conventions of advertising, film marketing and magazines and how this creates multiple meanings.
Industry and	I need to know about the	I know some of the features of	I know and can write confidently	I understand and can write expertly

Audience	advertising, film marketing and magazines industry and the creation process of products and how they appeal to audiences.	the advertising, film marketing and magazines industry, including the way they categorise and target audiences.	about the relationship between advertising, film and magazine industry and constructing audiences.	about the changing relationship between industry and constructing of audiences and can explore the impact of new media.
Producing products in the style of exam texts	I need to know the basic function of image manipulation software (such as Adobe Photoshop) and can perform basic adjustments (such as crops) to digital photographs and use these for producing my own simple examples in the style of set products.	I know some of the main features of Photoshop and can perform some basic adjustments competently - such as crops or basic contrast adjustments and use these for producing my own satisfactory examples in the style of set products.	I know and can write confidently about the more challenging features of Photoshop, and perform features such as highlighting, object removal and cloning and use these for producing my own good examples in the style of set products.	I understand and can write expertly about the more challenging features of Photoshop, and follow a range of tutorials to complete adjustments to perfection and use these for producing my own expert examples in the style of set products.