





Year 9: ASK Yourself!

Subject: Media Studies

Unit 1: Photography and Advertising

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
Media 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.
 K knowledge				
Codes and Conventions	I need to know the main codes and conventions of photography and advertising.	I know some of the codes and conventions of photography and advertising.	I know and can write confidently about the codes and conventions of photography and advertising and how this impacts on meaning.	I understand and can write expertly about the codes and conventions of photography and advertising and how this can create multiple meanings.
Producing 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 adverts.	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 adverts.	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 adverts.	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 adverts.
Industry and Audience	I need to know about the photography and advertising industry, such as	I know about some areas of the photography and advertising industry, including	I know and can write confidently about the relationship between industry	I understand and can write expertly about the changing relationship between industry

	agencies, companies and the creation process of products and how they appeal to audiences.	the way advertisers categorise and target audiences.	and audiences and can refer to specific examples/evidence - including advertising campaigns for real products.	and audiences and can refer to specific examples/evidence - including examples of digital and viral marketing and advertising.
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