



PUTTING THE FUN BACK
INTO LEARNING!

Dear Parents and guardians,

Welcome to the Media Studies Curriculum Guide for May.

GCSE Media Studies

This final term of the Grade 9 will be a very exciting one in the Media Department! Students are creating their own advertising campaign for their final piece of coursework. This campaign will be in the form of a magazine advert, a billboard advert and a 30 second TV advert. So far, students have been hard at work: researching markets and target audiences, and creating mock up print ads that will be tested on an audience of their peers, before they hand in their final drafts. Next, students will be story boarding and rehearsing their TV adverts before filming begins during Ramadan.

Students will be working both independently and in groups. Therefore, it is imperative that students attend every day to ensure they achieve their full potential in this piece of coursework which is worth 20% of the GCSE grade. Due to time constraints this piece of coursework must be completed this term.

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Please do not hesitate to contact us if you have any queries, we will do our best to respond as quickly as possible.

Thank you for your ongoing support,

The Media Team