



PUTTING THE FUN BACK
INTO LEARNING!

January 2017

Dear Parents and guardians,

Welcome to the Media Studies Curriculum Guide for January.

GCSE Media Studies

This month students are beginning their next coursework assignment. In this cross media study students will compare the impact of two promotional methods used by a television programme across two media platforms – audio-visual and print or web-based. This assignment will be worth 20% of students' final grade.

Students will also present their own ideas for the promotion of a television programme across two media platforms. For example for audio-visual they may choose to create a 10 frame storyboard to represent a trailer appropriate for television or a script for a television interview. For print or web-based, students may choose to create a mock up design for a poster, a magazine article or a web page.

This assignment is worth 20% of the GCSE grade.

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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