

Knowledge Organiser

ARTS – 10 Creative Media

Vocabulary



Connotation
Denotation
Synergy
Convergence
Industry
Audience
Text

Retrieval



English Year 9 – Stereotypes and representation. Looking at meanings.
ICT Year 9 – Using technology to make and manipulate
Art Year 7-9 – Colour and imagery and meanings.

Links



English – Analysis and looking at meanings in the text. Focus here on images, including connotation, denotation and representation.

New Learning



Induction Lessons – What is media and what are your tastes? What interests you?

Lessons

1 -3 - Types of Media, the history of communication and Analogue vs Digital

4- 9 – Moving Image industry, with a focus on the production cycle of a Media product (text)

10-12 – Technology development inside the industry including platforms and personalisation

13 – 15 – Understanding Audiences and their tastes

16-19 - Audiences, Regulation, Research and Demographics

20 – 23 – Genres, Narrative communication of meaning

24 – 28 – Revision, preparation, answering style. Missing links



Misconceptions



Organisations – This counts as any company that produces, distributes or exhibits a piece of media.

Challenge



How does media fit into your lives?

Do you realise that you are contributing the convergence, synergy and digital development?

What media would you not want young children to see?

Next Steps



Unit 1 Exam – January

Unit 5 – Launches February

Year 11 Topics – Exam 2 and another practical unit.