

Knowledge Organiser

ARTS – Media Year 9

Vocabulary



Streaming
Vlogger
Influencer
Eye-line shot
Advertising
Campaign
Hashtagging

Retrieval



English: Looking for meaning
Analysing images and words

Art: Use of colour

History of Communication

Links



Listening Levels 5-9
Leadership Levels 5-9

Friendliness & Civility
Justice & Truthfulness

RSE Lesson on Digital Footprint

New Learning

Induction Lesson and Lesson 1

- Introduction to Media Communication and many hours people

- Watch TV
- Use the internet
- Read Newspapers

Lesson 2

- Looking at careers that didn't exist a few years back such as

- Vlogger
- YouTuber
- Social Media Influencer

Lesson 3

- Looking at how your digital footprint might impact your future

- Careers
- Social Media
- Digital Awareness

Lesson 4

- Launch of a practical project on becoming a Vlogger/Influencer

- Advertising
- Promotion
- Trending

Lesson 5

- Practical considerations for a project including framing

- Camerawork
- Angles and Shot sizes

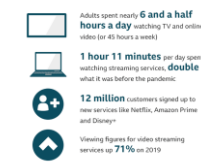
Lesson 6

- Presentation of practical product

- Oracy
- Evaluation



Viewing habits during lockdown



- 1 Capture a good angle. Instead of taking the picture head on, experiment with different angles to show off your features. If you turn your head a few degrees to the right or left, your features will appear less fat. Holding the camera slightly higher than your head so that it's pointing down on you will make your eyes look bigger and help you avoid "big nose". Then tilt a few other angles to find a "good angle".
 - Know your "good side" and take the photos from that side of your face. It's the side of your face that looks the most balanced and symmetrical.
 - Angling the camera slightly above yourself and taking a snapshot on your face and chest will highlight your cleavage. Since this position is fairly unattractive, only use, you already know what the camera will focus on when you take a selfie like this.
 - Holding your camera slightly above eye level will make your chin look thinner and more defined!™

Misconceptions



Media Communication is any way in which an organisation communicates to an audience. It includes leaflets, the internet and even emails. Media Studies focuses more on images, audio & visuals

Challenge



How have retailers enhanced the influencer culture?

Which social media platform has the most influence?

What is the next big trend that will take over influencing?

Next Steps



Look out for information on how each of the industries have changed.

Film: Cinema to Streaming
TV: Analogue to Digital
Music: Records to CDs to Mp3