Foxford Learning Plan

YEAR 12

Creative Media

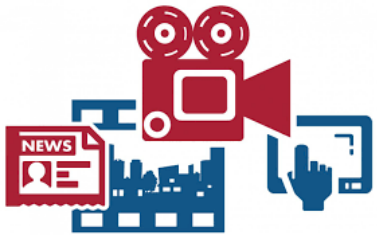
Autumn Term

Key Vocabulary

Media message	Communications that reach an audience. These can be deconstructed to determine their intention and technique.
Mise en scene	Mise en scene elements include:Sets, Props, Lighting, Costumes, Actor blocking, Shot composition
Representation	Gender, ethnicity, age, social groups, places.
Stereotyping	Positive and negative representations, categorisation and hierarchy, oversimplification (homogeny) of people and social groups constructed through the use of a few immediately recognisable and defining traits, used as shorthand and shortcuts to meaning, challenging and evolving stereotypes, how identities are constructed, communicated and negotiated, Audience
Media messages	Media products are constructed to convey messages and values through the process of: • selection, construction and anchorage • presence and absence • encoding.
Codes and conventions	Formats and purpose, narrative structure, visual story telling sound

Key Skills

Over the course of the topic, I will be able to: -
Analyse texts through codes and conventions
Photography and Photoshop editing skills.
Film direction and editing skills.
Consider mise en scene when producing texts.



I will Understand

1. How to analyse texts and apply codes and conventions to a digital media product
2. How to produce digital media texts using creative industry formats
3. How mise en scene elements have an effect on the audience
4. How to produce film texts using elements learnt from Unit 1