

## **AICE Media Studies AS- General Option (non-film track; no prerequisite coursework required)**

All interested students are invited to take the AICE Media Studies AS general course. Students who have taken Film I and Film II will be enrolled in AICE Media Studies AS/Film III. The summer assignment for that option is linked on the AICE summer assignments page.

Students enrolled in the general option AICE Media Studies course will receive preliminary coursework the first week of class rather than a written summer assignment; however, students should read the information from the course syllabus, below, and familiarize themselves with one or more of the media areas listed in the last section. The course will expose students to these general media areas, with “deep dives” into select areas of study. Film will be certainly be covered; however, the general option of this course will span other areas as well, with select choices for the final course product.

### **Content overview Skills and understanding common to all areas of study**

- Media forms and media platforms.
- Case studies.
- The ability to apply practical skills creatively, the ability to analyse their own and published media products critically, research and evaluation skills and information management and project management skills.
- Knowledge and understanding relating to the key concepts of Language, Representation, Industry and Audience.

### **AS Level subject content Candidates must study:**

- Media texts
- Technical elements
- Media contexts

### **Candidates must study at least one media area specified below:**

- Film • Music • Print • Radio and podcasts • Video games

We will have a discussion on general media forms the first few days of the course, so come prepared to discuss your knowledge/thoughts on at least one of the above areas of study. It would be of benefit to find/examine a few examples of these different areas as well.