

Year 9 Curriculum Overview: Media Studies



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)	What will you be assessed on?	How can you help at home?
Autumn Term 	Media Language • Friday Night Lights • Riverdale	<ul style="list-style-type: none"> • Shot types • Camera Movement • Semiotics – Signs and Symbols • Narrative Structures • Genre • Archetypes • Encode and Decode 	How to decode a teen drama using key terminology and applying theories accurately.	Watch/ Consume different types of media: Film, TV, Radio, Magazines, Games, Adverts. BBC Bitesize Genre Narrative
Spring Term 	Representation • Heartstopper • Young Royals	<ul style="list-style-type: none"> • Under-representation • Stereotypes • Cultural capital • Mis-representation • Bias • (age, gender, sexual orientation, ethnicity, disability, location) 	The ability to express understanding of the representation of different groups within society focusing on the LGBT+ case study linking to historical context.	Watch/ Consume different types of media. Film, TV, Radio, Magazines, Games, Adverts. BBC Bitesize Representation
Summer Term 	Industry • Veronica Mars Audience • Buffy the Vampire Slayer	<ul style="list-style-type: none"> • 4Cs – The cross-cultural consumer characteristics • Social Grading • Uses and Gratification Theory • Mergers and acquisitions • Target Audience • The power of fandom 	Knowledge and understanding marketing and distribution of Teen TV dramas using the case studies to create a social media campaign.	Watch/ Consume different types of media. Film, TV, Radio, Magazines, Games, Adverts. BBC Bitesize Industry Audience

Year 10 Curriculum Overview: Media Studies



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)	What will you be assessed on?	How can you help at home?
Autumn Term	<p>Media Language and Representation</p> <p>Advertisements</p> <ul style="list-style-type: none"> Quality Street This Girl Can <p>Film Marketing</p> <ul style="list-style-type: none"> No Time To Die (+ Industry) The Man with the Golden Gun <p>Magazines</p> <ul style="list-style-type: none"> GQ PRIDE 	<p>Media Language</p> <ul style="list-style-type: none"> Semiotics Todorovian Narratology Propp's Character Types Binary Opposition Intertextuality <p>Representation</p> <ul style="list-style-type: none"> Gender performativity Feminism Stereotypes Post colonialism 	<p>Component 1: Exploring the Media Written examination: 1 hour 30 minutes 40% of qualification</p> <ul style="list-style-type: none"> one stepped question on media language of a set text. [15 marks] one essay comparing a set text to an unseen about Representation. [25 marks] 	<ul style="list-style-type: none"> You could ensure students are using Mrs Fishers videos to make notes. LINK – to her YouTube page You can look at past exam papers and mark schemes LINK – Past papers & Mark Schemes You can also use the exam boards resources -- LINK
Spring Term	<p>Media Language and Representation</p> <p>Newspapers</p> <ul style="list-style-type: none"> The Sun The Guardian <p>Industry and Audience</p> <p>Newspapers</p> <ul style="list-style-type: none"> The Sun (+ Website) The Guardian 	<p>Media Language & Representation</p> <ul style="list-style-type: none"> Codes Conventions Layout and design Symbols Political affiliation Conformation Bias <p>Industry and Audience</p> <ul style="list-style-type: none"> Hypodermic needle theory Reception Theory Uses and Gratification 	<ul style="list-style-type: none"> One stepped question on media language of a set text. [15 marks] One essay comparing a set text to an unseen about Representation. [25 marks] One stepped question on Media Industries One stepped question on Media Audiences [45 Marks] 	<ul style="list-style-type: none"> You could ensure students are using Mrs Fishers videos to make notes. LINK – to her YouTube page You can look at past exam papers and mark schemes LINK – Past papers & Mark Schemes You can also use the exam boards resources -- LINK
Summer Term	<p>Industry and Audience</p> <p>Game Industry</p> <ul style="list-style-type: none"> Fortnite Epic Games Website <p>Radio</p> <ul style="list-style-type: none"> The Archers BBC Radio 4 website (The Archers) <p>NEA COURSEWORK 30%</p> <ul style="list-style-type: none"> Create a DVD cover and poster Magazine cover and Double Page Spread 	<p>Industry and Audience</p> <ul style="list-style-type: none"> Cultural industries Regulation Uses and Gratification BBC and Public Service broadcasters <p>NEA COURSEWORK 30%</p> <ul style="list-style-type: none"> Affinity Photo Affinity Designer 	<ul style="list-style-type: none"> One stepped question on Media Industries One stepped question on Media Audiences [45 Marks] <p>Component 3: Creating Media Products Non-exam assessment 30% of qualification</p>	<p>Some previous students examples</p> <p>Magazine Examples</p> <p>Film Poster Examples</p>

Year 11 Curriculum Overview: Media Studies



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)	What will you be assessed on?	How can you help at home?
Autumn Term	<p><u>Media Language and Representation</u> TV Crime Drama</p> <ul style="list-style-type: none"> Luther The Sweeney <p><u>Industry and Audience</u> TV Crime Drama</p> <ul style="list-style-type: none"> Luther The Sweeney <p>NEA COURSEWORK 30% COMPLETE</p>	<p><u>Media Language & Representation</u></p> <ul style="list-style-type: none"> Todorovian Narratology Propp's Character Types Binary Opposition Intertextuality Feminism Stereotypes <p><u>Industry & Audience</u></p> <ul style="list-style-type: none"> Reception Theory Uses and Gratification Cultural industries 	<p><u>Component 2: Understanding Media Forms and Products</u> Exam: 1 hour 30 minutes 30% of qualification</p> <p>Section A:TV</p> <ul style="list-style-type: none"> One question on either media language OR representation, which will be based on an extract from Luther One question on media industries, audiences or media contexts. 	<ul style="list-style-type: none"> You could ensure students are using Mrs Fishers videos to make notes. LINK – to her YouTube page You can look at past exam papers and mark schemes LINK – Past papers & Mark Schemes You can also use the exam boards resources -- LINK
Spring Term	<p><u>Media Language and Representation</u> Music Videos</p> <ul style="list-style-type: none"> Duran Duran - Rio Justin Bieber – Intentions Lizzo – Good ad Hell <p><u>Industry and Audience</u> Online + Participatory Culture</p> <ul style="list-style-type: none"> Justin Bieber.com Lizzo.com Social Media 	<p><u>Media Language & Representation</u></p> <ul style="list-style-type: none"> Star Power Propp's Character Types Binary Opposition Intertextuality Feminism Stereotypes <p><u>Industry & Audience</u></p> <ul style="list-style-type: none"> Reception Theory Uses and Gratification Cultural industries 	<p><u>Component 2: Understanding Media Forms and Products</u> Exam: 1 hour 30 minutes 30% of qualification</p> <p>Section B:Music</p> <ul style="list-style-type: none"> One question on either media language OR representation (reference to relevant contexts may be required) One question on media industries, audiences or media contexts. 	<ul style="list-style-type: none"> You could ensure students are using Mrs Fishers videos to make notes. LINK – to her YouTube page You can look at past exam papers and mark schemes LINK – Past papers & Mark Schemes You can also use the exam boards resources -- LINK
Summer Term	REVISION	<p>The assessments will determine individual students need for revision.</p> <p>By this point students should have individualised improvement areas to focus on. The work booklets for revision will be used to focus one which are of the framework they will need to be focusing on.</p>		

Autumn Term

Spring Term

Summer Term

Year 12 Curriculum Overview: Media Studies



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)	What will you be assessed on?	How can you help at home?
Autumn Term	<p>Unit 3 : Create a Media Product Coursework: Planning and creating a Music Video 16% of Qualification.</p> <p>Unit 1: Media products and audiences Exam: 2 hours 25% of qualification</p>	<p>LO1 Be able to create a proposal with sample materials for an original media product to a client brief</p> <p>LO2 Be able to plan and develop preproduction materials for an original media product to a client brief</p> <p>Unit 1: The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.</p>	<p>UNIT 3: Pass Tasks Completed by December Completed filming and Editing their Music Video</p> <p>UNIT 1: Media products and audiences 2hr Exam Media Language and Representation of Attack the Block</p>	<p>Exam Board Unit Booklet</p> <p>UNIT 1</p> <p>UNIT 3</p> <p>Student Checklists UNIT 3 Marksheet</p>
Spring Term	<p>Unit 3 : Create a Media Product Coursework: Planning and creating a Music Video 16% of Qualification.</p> <p>Unit 1: Media products and audiences Exam: 2 hours 25% of qualification</p>	<p>LO3 Be able to create production materials for an original media product to a client brief</p> <p>LO4 Be able to carry out post-production techniques and processes for an original media product to a client brief</p> <p>Unit 1: You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.</p>	<p>UNIT 3: Merit Tasks Completed by February Distinction task completed by February</p> <p>UNIT 1: Media products and audiences 2hr Exam Moral Panic (20 marker essay question) Industry and Audience multiple sectors.</p>	<p>Exam Board Unit Booklet</p> <p>UNIT 1</p> <p>UNIT 3</p> <p>Student Checklists UNIT 3 Marksheet</p>
Summer Term	<p>Unit 21: Plan and Deliver a Pitch for a Media Product. Coursework: Plan a pitch for TV drama and sell to an industry expert 9% of Qualification</p>	<p>LO1 Be able to generate ideas for an original media product based on a client brief</p> <p>LO2: Be able to create a proposal and pitch for an original media product based on a given brief</p> <p>LO3 Be able to pitch ideas on proposed media product and respond to questions</p>	<p>UNIT 21: Final Pitch April</p> <p>UNIT 1: Media products and audiences 2hr Exam MAY</p>	<p>Exam Board Unit Booklet</p> <p>UNIT 1</p> <p>UNIT 21</p> <p>Student Checklists UNIT 21 Marksheet</p>

Year 13 Curriculum Overview: Media Studies



	Topics/ content outline:	Powerful Knowledge (key concepts, skills)	What will you be assessed on?	How can you help at home?
Autumn Term	<p>Unit 22: Scripting for media Products Coursework: Study scripts and create a script for Unit 21 TV Drama 9% of Qualification</p> <p>Unit 20: Advertising Media Coursework: Create advertising media for TV drama (posters, Trailers, radio etc.) 16% of Qualification</p>	<p>LO1 Understand scripted elements for a range of media products</p> <p>LO2 Be able to generate ideas and plan the script for a media product, in response to a client brief</p> <p>LO3 Be able to produce the script for a media product, in response to a client brief</p>	<p>UNIT 22: Pass, Merit and Distinction Completed by October</p> <p>UNIT 20: Pass Tasks Completed by December</p>	<p>Exam Board Unit Booklet</p> <p>UNIT 22</p> <p>UNIT 20</p> <p>Student Checklists</p> <p>UNIT 22 Marksheet</p> <p>UNIT 20 Marksheet</p>
	<p>Unit 20: Advertising Media Coursework: Create advertising media for TV drama (posters, Trailers, radio etc.)</p> <p>Unit 2: Pre-production and Planning Exam: 2 Hours 25% of qualification</p>	<p>LO1 Know how existing advertising campaigns embed advertisements across a range of media products</p> <p>LO2 Be able to plan a cross media advertising campaign to a client brief</p> <p>LO3 Be able to produce the planned media components</p> <p>Unit 2: You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. You will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.</p>	<p>UNIT 20: Merit and Distinction Tasks Completed by February</p> <p>UNIT 2: Pre-Production and Planning 2hr Exam MAY</p>	<p>Exam Board Unit Booklet</p> <p>UNIT 20</p> <p>UNIT 2</p> <p>Student Checklists</p> <p>UNIT 20 Marksheet</p>
Spring Term				
Summer Term	Updating any Coursework Units for any re-submissions			

Autumn Term

Spring Term

Summer Term

Updating any Coursework Units for any re-submissions