

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	Unit 22: Scripting for media Products Coursework: Study scripts and create a script for Unit 21 TV Drama 9% of Qualification Unit 20: Advertising Media Coursework: Create advertising media for TV drama (posters, Trailers, radio etc.) 16% of Qualification	LO1 Understand scripted elements for a range of media products LO2 Be able to generate ideas and plan the script for a media product, in response to a client brief LO3 Be able to produce the script for a media product, in response to a client brief	UNIT 22: Pass, Merit and Distinction Completed by October UNIT 20: Pass Tasks Completed by December	Exam Board Unit Booklet UNIT 22 UNIT 20 Student Checklists UNIT 22 Marksheet UNIT 20 Marksheet
	Unit 20: Advertising Media Coursework: Create advertising media for TV drama (posters, Trailers, radio etc.) Unit 2: Pre-production and Planning Exam: 2 Hours 25% of qualification	LO1 Know how existing advertising campaigns embed advertisements across a range of media products LO2 Be able to plan a cross media advertising campaign to a client brief LO3 Be able to produce the planned media components 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.	UNIT 20: Merit and Distinction Tasks Completed by February UNIT 2: Pre-Production and Planning 2hr Exam MAY	Exam Board Unit Booklet UNIT 20 UNIT 2 Student Checklists UNIT 20 Marksheet
Spring Term				
Summer Term	Updating any Coursework Units for any re-submissions			

Autumn Term

Spring Term

Summer Term