






# 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?
<b>Autumn Term</b> 	Media Language <ul style="list-style-type: none"> <li>Friday Night Lights</li> <li>Riverdale</li> </ul>	<ul style="list-style-type: none"> <li>Shot types</li> <li>Camera Movement</li> <li>Semiotics – Signs and Symbols</li> <li>Narrative Structures</li> <li>Genre</li> <li>Archetypes</li> <li>Encode and Decode</li> </ul>	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.  <b>BBC Bitesize</b> <a href="#">Genre</a> <a href="#">Narrative</a>
<b>Spring Term</b> 	Representation <ul style="list-style-type: none"> <li>Heartstopper</li> </ul>	<ul style="list-style-type: none"> <li>Under-representation</li> <li>Stereotypes</li> <li>Cultural capital</li> <li>Mis-representation</li> <li>Bias</li> <li>(age, gender, sexual orientation, ethnicity, disability, location)</li> </ul>	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.  <b>BBC Bitesize</b> <a href="#">Representation</a>
<b>Summer Term</b> 	Industry <ul style="list-style-type: none"> <li>Veronica Mars</li> <li>Audience</li> <li>Buffy the Vampire Slayer</li> </ul>	<ul style="list-style-type: none"> <li>4Cs – The cross-cultural consumer characteristics</li> <li>Social Grading</li> <li>Uses and Gratification Theory</li> <li>Mergers and acquisitions</li> <li>Target Audience</li> <li>The power of fandom</li> </ul>	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.  <b>BBC Bitesize</b> <a href="#">Industry</a> <a href="#">Audience</a>



# 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?
<b>Autumn Term</b>	<b><u>Media Language and Representation</u></b> Film Marketing <ul style="list-style-type: none"> <li>No Time To Die (+ Industry)</li> <li>The Man with the Golden Gun</li> </ul> Advertisements <ul style="list-style-type: none"> <li>NHS 111</li> <li>This Girl Can</li> </ul> Magazines <ul style="list-style-type: none"> <li>GQ</li> <li>Vogue</li> </ul>	<b><u>Media Language</u></b> <ul style="list-style-type: none"> <li>Semiotics</li> <li>Todorovian Narratology</li> <li>Propp's Character Types</li> <li>Binary Opposition</li> <li>Intertextuality</li> </ul> <b><u>Representation</u></b> <ul style="list-style-type: none"> <li>Gender performativity</li> <li>Feminism</li> <li>Stereotypes</li> <li>Post colonialism</li> </ul>	Component 1: Exploring the Media Written examination: <b>1 hour 30 minutes</b> <b>40%</b> of qualification <ul style="list-style-type: none"> <li><b>one</b> stepped question on media language of a set text. [15 marks]</li> <li><b>one</b> essay comparing a set text to an unseen about Representation. [25 marks]</li> </ul>	<ul style="list-style-type: none"> <li>You could ensure students are using Mrs Fishers videos to make notes. <a href="#">LINK</a> – to her YouTube page</li> <li>You can look at past exam papers and mark schemes <a href="#">LINK</a> – Past papers &amp; Mark Schemes</li> <li>You can also use the exam boards resources -- <a href="#">LINK</a></li> </ul>
<b>Spring Term</b>	<b><u>Media Language and Representation</u></b> Newspapers <ul style="list-style-type: none"> <li>The Sun</li> <li>The Guardian</li> </ul> <b><u>Industry and Audience</u></b> Newspapers <ul style="list-style-type: none"> <li>The Sun (+ Website)</li> <li>The Guardian</li> </ul>	<b><u>Media Language &amp; Representation</u></b> <ul style="list-style-type: none"> <li>Codes</li> <li>Conventions</li> <li>Layout and design</li> <li>Symbols</li> <li>Political affiliation</li> <li>Conformation Bias</li> </ul> <b><u>Industry and Audience</u></b> <ul style="list-style-type: none"> <li>Hypodermic needle theory</li> <li>Reception Theory</li> <li>Uses and Gratification</li> </ul>	<ul style="list-style-type: none"> <li><b>One</b> stepped question on media language of a set text. [15 marks]</li> <li><b>One</b> essay comparing a set text to an unseen about Representation. [25 marks]</li> <li><b>One</b> stepped question on Media Industries</li> <li><b>One</b> stepped question on Media Audiences [45 Marks]</li> </ul>	<ul style="list-style-type: none"> <li>You could ensure students are using Mrs Fishers videos to make notes. <a href="#">LINK</a> – to her YouTube page</li> <li>You can look at past exam papers and mark schemes <a href="#">LINK</a> – Past papers &amp; Mark Schemes</li> <li>You can also use the exam boards resources -- <a href="#">LINK</a></li> </ul>
<b>Summer Term</b>	<b><u>Industry and Audience</u></b> Game Industry <ul style="list-style-type: none"> <li>Fortnite</li> <li>Epic Games Website</li> </ul> Radio <ul style="list-style-type: none"> <li>Desert Island Disks</li> <li>BBC Radio 4 website (The Archers)</li> </ul> <b><u>NEA COURSEWORK 30%</u></b> <ul style="list-style-type: none"> <li>Crete a DVD cover and poster</li> <li>Magazine cover and Double Page Spread</li> </ul>	<b><u>Industry and Audience</u></b> <ul style="list-style-type: none"> <li>Cultural industries</li> <li>Regulation</li> <li>Uses and Gratification</li> <li>BBC and Public Service broadcasters</li> </ul> <b><u>NEA COURSEWORK 30%</u></b> <ul style="list-style-type: none"> <li>Affinity Photo</li> <li>Affinity Designer</li> </ul>	<ul style="list-style-type: none"> <li><b>One</b> stepped question on Media Industries</li> <li><b>One</b> stepped question on Media Audiences [45 Marks]</li> </ul> <b><u>Component 3: Creating Media Products</u></b> Non-exam assessment <b>30% of qualification</b>	Some previous students examples  <a href="#">Magazine Examples</a>  <a href="#">Film Poster Examples</a>



# 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><b><u>Media Language and Representation</u></b> TV Crime Drama</p> <ul style="list-style-type: none"> <li>Luther</li> <li>The Sweeney</li> </ul> <p><b><u>Industry and Audience</u></b> TV Crime Drama</p> <ul style="list-style-type: none"> <li>Luther</li> <li>The Sweeney</li> </ul> <p><b><u>NEA COURSEWORK 30% COMPLETE</u></b></p>	<p><b><u>Media Language &amp; Representation</u></b></p> <ul style="list-style-type: none"> <li>Todorovian Narratology</li> <li>Propp's Character Types</li> <li>Binary Opposition</li> <li>Intertextuality</li> <li>Feminism</li> <li>Stereotypes</li> </ul> <p><b><u>Industry &amp; Audience</u></b></p> <ul style="list-style-type: none"> <li>Reception Theory</li> <li>Uses and Gratification</li> <li>Cultural industries</li> </ul>	<p><b><u>Component 2: Understanding Media Forms and Products</u></b> Exam: <b>1 hour 30 minutes</b> <b>30%</b> of qualification</p> <p>Section A: TV</p> <ul style="list-style-type: none"> <li><b>One</b> question on either <b>media language OR representation</b>, which will be based on an extract from <b>Luther</b></li> <li><b>One</b> question on media <b>industries, audiences</b> or media <b>contexts</b>.</li> </ul>	<ul style="list-style-type: none"> <li>You could ensure students are using Mrs Fishers videos to make notes. <a href="#">LINK</a> – to her YouTube page</li> <li>You can look at past exam papers and mark schemes <a href="#">LINK</a> – Past papers &amp; Mark Schemes</li> <li>You can also use the exam boards resources -- <a href="#">LINK</a></li> </ul>
Spring Term	<p><b><u>Media Language and Representation</u></b> Music Videos</p> <ul style="list-style-type: none"> <li>TLC- Waterfalls</li> <li>Justin Bieber – Intentions</li> <li>Lizzo – Good ad Hell</li> </ul> <p><b><u>Industry and Audience</u></b> Online + Participatory Culture</p> <ul style="list-style-type: none"> <li>Justin Bieber.com</li> <li>Lizzo.com</li> <li>Social Media</li> </ul>	<p><b><u>Media Language &amp; Representation</u></b></p> <ul style="list-style-type: none"> <li>Star Power</li> <li>Propp's Character Types</li> <li>Binary Opposition</li> <li>Intertextuality</li> <li>Feminism</li> <li>Stereotypes</li> </ul> <p><b><u>Industry &amp; Audience</u></b></p> <ul style="list-style-type: none"> <li>Reception Theory</li> <li>Uses and Gratification</li> <li>Cultural industries</li> </ul>	<p><b><u>Component 2: Understanding Media Forms and Products</u></b> Exam: <b>1 hour 30 minutes</b> <b>30%</b> of qualification</p> <p>Section B: Music</p> <ul style="list-style-type: none"> <li><b>One</b> question on either media <b>language OR representation</b> (reference to relevant contexts may be required)</li> <li><b>One</b> question on media <b>industries, audiences</b> or media <b>contexts</b>.</li> </ul>	<ul style="list-style-type: none"> <li>You could ensure students are using Mrs Fishers videos to make notes. <a href="#">LINK</a> – to her YouTube page</li> <li>You can look at past exam papers and mark schemes <a href="#">LINK</a> – Past papers &amp; Mark Schemes</li> <li>You can also use the exam boards resources -- <a href="#">LINK</a></li> </ul>
Summer Term	<p><b>REVISION</b></p>	<p><b>The assessments will determine individual students need for revision.</b></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>		



# 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><b>LO1</b> Be able to create a proposal with sample materials for an original media product to a client brief</p> <p><b>LO2</b> Be able to plan and develop preproduction materials for an original media product to a client brief</p> <p><b>Unit 1:</b> 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><b>UNIT 3:</b> Pass Tasks Completed by <b>December</b> Completed filming and Editing their Music Video</p> <p><b>UNIT 1:</b> Media products and audiences 2hr Exam Media Language and Representation of Attack the Block</p>	<p><b>Exam Board Unit Booklet</b></p> <p><a href="#">UNIT 1</a></p> <p><a href="#">UNIT 3</a></p> <p><b>Student Checklists</b> <a href="#">UNIT 3 Marksheet</a></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><b>LO3</b> Be able to create production materials for an original media product to a client brief</p> <p><b>LO4</b> Be able to carry out post-production techniques and processes for an original media product to a client brief</p> <p><b>Unit 1:</b> 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><b>UNIT 3:</b> Merit Tasks Completed by <b>February</b> Distinction task completed by <b>February</b></p> <p><b>UNIT 1:</b> Media products and audiences 2hr Exam Moral Panic (20 marker essay question) Industry and Audience multiple sectors.</p>	<p><b>Exam Board Unit Booklet</b></p> <p><a href="#">UNIT 1</a></p> <p><a href="#">UNIT 3</a></p> <p><b>Student Checklists</b> <a href="#">UNIT 3 Marksheet</a></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><b>LO1</b> Be able to generate ideas for an original media product based on a client brief</p> <p><b>LO2:</b> Be able to create a proposal and pitch for an original media product based on a given brief</p> <p><b>LO3</b> Be able to pitch ideas on proposed media product and respond to questions</p>	<p><b>UNIT 21:</b> Final Pitch <b>April</b></p> <p><b>UNIT 1:</b> Media products and audiences 2hr Exam <b>MAY</b></p>	<p><b>Exam Board Unit Booklet</b></p> <p><a href="#">UNIT 1</a></p> <p><a href="#">UNIT 21</a></p> <p><b>Student Checklists</b> <a href="#">UNIT 21 Marksheet</a></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](#)

### Spring Term

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](#)

### Summer Term

Updating any Coursework Units for any re-submissions