



# 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