



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	Unit 3 : Create a Media Product Coursework: Planning and creating a Music Video 16% of Qualification. Unit 1: Media products and audiences Exam: 2 hours 25% of qualification	LO1 Be able to create a proposal with sample materials for an original media product to a client brief LO2 Be able to plan and develop preproduction materials for an original media product to a client brief 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.	UNIT 3: Pass Tasks Completed by December Completed filming and Editing their Music Video UNIT 1: Media products and audiences 2hr Exam Media Language and Representation of Attack the Block	Exam Board Unit Booklet <u>UNIT 1</u> <u>UNIT 3</u> Student Checklists <u>UNIT 3 Marksheet</u>
Spring Term	Unit 3 : Create a Media Product Coursework: Planning and creating a Music Video 16% of Qualification. Unit 1: Media products and audiences Exam: 2 hours 25% of qualification	LO3 Be able to create production materials for an original media product to a client brief LO4 Be able to carry out post-production techniques and processes for an original media product to a client brief 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.	UNIT 3: Merit Tasks Completed by February Distinction task completed by February UNIT 1: Media products and audiences 2hr Exam Moral Panic (20 marker essay question) Industry and Audience multiple sectors.	Exam Board Unit Booklet <u>UNIT 1</u> <u>UNIT 3</u> Student Checklists <u>UNIT 3 Marksheet</u>
Summer Term	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	LO1 Be able to generate ideas for an original media product based on a client brief LO2: Be able to create a proposal and pitch for an original media product based on a given brief LO3 Be able to pitch ideas on proposed media product and respond to questions	UNIT 21: Final Pitch April UNIT 1: Media products and audiences 2hr Exam MAY	Exam Board Unit Booklet <u>UNIT 1</u> <u>UNIT 21</u> Student Checklists <u>UNIT 21 Marksheet</u>



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			