



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	- 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	- 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	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

Media Language and Representation

- Advertisements
- Quality Street
 - NHS 111
- Film Marketing
- No Time To Die (+ Industry)
 - The Man with the Golden Gun
- Magazines
- GQ
 - Vogue

Media Language

- Semiotics
- Todorovian Narratology
- Propp's Character Types
- Binary Opposition
- Intertextuality

Representation

- Gender performativity
- Feminism
- Stereotypes
- Post colonialism

Component 1: Exploring the Media
Written examination: **1 hour 30 minutes**
40% of qualification

- 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]

- 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

Media Language and Representation

- Newspapers
- The Sun
 - The Guardian
- Industry and Audience
- Newspapers
- The Sun (+ Website)
 - The Guardian

Media Language & Representation

- Codes
 - Conventions
 - Layout and design
 - Symbols
 - Political affiliation
 - Conformation Bias
- Industry and Audience
- Hypodermic needle theory
 - Reception Theory
 - Uses and Gratification

- 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]

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Summer Term

Industry and Audience

- Game Industry
- Fortnite
 - Epic Games Website
- Radio
- Desert Island Disks
 - BBC Radio 4 website (Desert Island Disks)
- NEA COURSEWORK 30%**
- Create a DVD cover and poster
 - Magazine cover and Double Page Spread

Industry and Audience

- Cultural industries
 - Regulation
 - Uses and Gratification
 - BBC and Public Service broadcasters
- NEA COURSEWORK 30%**
- Affinity Photo
 - Affinity Designer

- One** stepped question on Media Industries
- One** stepped question on Media Audiences
[45 Marks]

Component 3: Creating Media Products
Non-exam assessment
30% of qualification

Some previous students examples

[Magazine Examples](#)

[Film Poster Examples](#)



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	<u>Media Language and Representation</u> Sitcoms - FRIENDS - Modern Family <u>Industry and Audience</u> Sitcoms - FRIENDS - Modern Family <u>NEA COURSEWORK 30% COMPLETE</u>	<u>Media Language & Representation</u> - Todorovian Narratology - Propp's Character Types - Binary Opposition - Intertextuality - Feminism - Stereotypes <u>Industry & Audience</u> - Reception Theory - Uses and Gratification - Cultural industries	<u>Component 2: Understanding Media Forms and Products</u> Exam: 1 hour 30 minutes 30% of qualification Section A: TV 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.	- 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	<u>Media Language and Representation</u> Music Videos - TLC - Waterfalls - Justin Bieber – Intentions - Lizzo – Good ad Hell <u>Industry and Audience</u> Online + Participatory Culture - Justin Bieber.com - Lizzo.com - Social Media	<u>Media Language & Representation</u> - Star Power - Propp's Character Types - Binary Opposition - Intertextuality - Feminism - Stereotypes <u>Industry & Audience</u> - Reception Theory - Uses and Gratification - Cultural industries	<u>Component 2: Understanding Media Forms and Products</u> Exam: 1 hour 30 minutes 30% of qualification Section B: Music One question on either media language OR representation (reference to relevant contexts may be required) One question on media industries, audiences or media contexts.	- 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	The assessments will determine individual students need for revision. 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.		



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 UNIT 1 UNIT 3 Student Checklists UNIT 3 Marksheet
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 UNIT 1 UNIT 3 Student Checklists UNIT 3 Marksheet
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 UNIT 1 UNIT 21 Student Checklists UNIT 21 Marksheet

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