

Key Stage 4 Curriculum Map - MEDIA

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Understand 4 main media concepts (RAIL) Identify and apply media terminology (including film specific - camera shots, framing, editing, lighting, sound, mise-en-scène) Explain effect of media techniques (re. moving image & TV) Explain denotation and connotation of media products Identify & explain how genre is established Identify & explain how narrative is suggested Make judgements as to who the target audience might be Identify possible secondary audience & explain how products are consumed Select appropriate, creative ideas (Q2) and a workable design (Q3) Develop independent research skills Use accurate and concise language & SPAG <p>Key Foci:</p> <p>Introduction to GCSE Media Studies course</p> <p>Study of key concepts (Representation, Audience, Institutions, Language) through CA1: Introductory Assignment - Moving Image - Start Analysis and Response task</p>	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Apply and explain key concepts in your film (foci: language & audience) Apply media terminology (including film specific - camera shots, framing, editing, lighting, sound, mise-en-scène) Explain effect of media terminology (re. moving image techniques) Explain denotation and connotation of your opening sequence Explain how genre is established in your opening Explain how narrative is suggested in your opening Explain how audience is targeted in your film & possible secondary audience & explain how your film would be consumed Plan and present pre-production work skilfully Use accurate and concise language & SPAG <p>Key Foci:</p> <p>CA1 - Moving Image - contd: Complete / tweak Analysis & Response task</p> <p>Complete Research, Planning & Presentation task</p>	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Show knowledge & understanding of codes & conventions of TV Serial Dramas Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1) Give detailed examples from 2 or more TV Serial Dramas; use a good range of examples (Q1) Refer to the key concepts and use a range of media terminology & some media theory Support your points/arguments (Q1) Select appropriate, creative ideas (Q2) and a workable design (Q3) Construct a TV Drama that appeals to target audience (Q3) Explain how your TV Serial Drama will appeal to the target audience (Q4) Explain franchising & merchandising opportunities for your TV Drama (Q4) Write clearly & concisely using accurate SPAG Write in role; refer back to, link ideas with preliminary material (Q1-3) ; explain how demands of brief have been met (Q4) Answer all bullets of each question in detail <p>Key Foci: Start 2017 Exam Topic - TV Serial Dramas - codes & conventions; storyboard/ website/poster advert techs; production & consumption of texts</p>	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Show knowledge & understanding of codes & conventions of TV Serial Dramas Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1) Give detailed examples from 2 or more TV Serial Dramas; 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	<p>Key Assessment:</p> <p>Practical: Part 1 of CA1 - Analyse opening sequence of a film & how it appeals to & engages the audience (AO1, AO2) 500-700 words</p> <p>Written: Baseline Assessment - Exam style Qs: Q2-4 and extension Q1 (AO1, AO3) - 1 hour 30 mins</p>	<p>Key Assessment:</p> <p>Practical: Part 2 of CA1 - Present ideas for opening of a film as a script/10 frame storyboard (AO2, AO3, AO4)</p> <p>Written: Improve 1st draft of Analysis and Response task - final draft (AO1, AO2)</p>	<p>Key Assessment:</p> <p>Written & Practical: Improved exam responses (AO1, AO3,AO4)</p>	<p>Key Assessment:</p> <p>Written & Practical: Year 10 Exam, 2017 - TV Serial Dramas (AO1,AO3,AO4)</p> <p>Written & Practical: Improved exam responses (AO1, AO3,AO4)</p>	<p>Key Assessment:</p> <p>Written:CA2 -Cross Media - Part 1: Compare one magazine with its online equivalent. (AO2, AO3) 1000-1200 words</p>	<p>Key Assessment:</p> <p>Written & Practical: CA2- Present your ideas for the launch edition of 1new magazine across 2 different media platforms. (AO3, AO4)</p> <p>Audio-Visual - Devise part of a promotional campaign for the new magazine in the form of: a 10 frame storyboard for a TV advert / a script for a 30-second radio advert</p> <p>Print or web-based - A mock-up design for: the front cover/ the internet homepage/ a viral advert</p> <p><i>Brief explanation how adresses representation & institution (200 words)</i></p>

Y e a r 1 1	<p>Key Learning Objectives: RESEARCH (Identify / Explain / Analyse) in existing advertising campaigns and USE appropriately & effectively in own advertising campaign:</p> <ol style="list-style-type: none"> typical codes & conventions of advertising & marketing (slogans, imperatives, direct address, copy, logos, narration, voice-over, call to action) media techniques used to produce adverts and market products the potential audiences & how they are established and targeted key concept of representation (how images of people, groups and places are used) key concept of institution (how campaigns are financed, distributed and produced) in/for TV adverts: camera shots, framing, integration of copy, slogans & VOs, appropriate editing techniques, lighting, sound & mise-en-scène in/for radio adverts: microphone and/or mixing equipment, language, register & content in/for magazine/billboard ads; integration of text & illustration, font, type size, colour, language, register & content <p>Produce no more than 12 pages of research & planning & pre-production work for your advertising campaign</p> <p>Extension: start planning audio-visual and/or print based adverts</p> <p>Key Foci: Start CA3 - Practical Production & Evaluation - Advertising → Research existing advertising and marketing campaigns linked to own campaign ideas</p>	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Show knowledge & understanding of codes & conventions of TV Serial Dramas Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1) Give detailed examples from 2 or more TV Serial Dramas; 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integration of text & illustration, font, type size, colour, language, register & content <p>Key Foci: Continue CA3 - Practical Production & Evaluation - Advertising → Research existing advertising and marketing campaigns linked to own campaign ideas; planning & pre-production work for own advertising campaign</p>	<p>Key Learning Objectives: RESEARCH (Identify / Explain / Analyse) in existing advertising campaigns and USE appropriately & effectively in own advertising campaign:</p> <ol style="list-style-type: none"> typical codes & conventions of advertising & marketing (slogans, imperatives, direct address, copy, logos, narration, voice-over, call to action) media techniques used to produce adverts and market products the potential audiences & how they are established and targeted key concept of representation (how images of people, groups and places are used) key concept of institution (how campaigns are financed, distributed and produced) in/for TV adverts: camera shots, framing, integration of copy, slogans & VOs, appropriate editing techniques, lighting, sound & mise-en-scène in/for radio adverts: microphone and/or mixing equipment, language, register & content in/for magazine/billboard ads; integration of text & illustration, font, type size, colour, language, register & content <p>Key Foci: Complete CA3 - Practical Production & Evaluation - Advertising → Tweak research, planning & pre-production work; produce final adverts; evaluation</p>	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Show knowledge & understanding of codes & conventions of TV Serial Dramas Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1) Give detailed examples from 2 or more TV Serial Dramas; use a good range of examples (Q1) Refer to the key concepts and use a range of media terminology & some media theory Support your points/arguments (Q1) Select appropriate, creative ideas (Q2) and a workable design (Q3) Construct a TV Serial Drama that appeals to target audience (Q3) Explain how your TV Serial Drama will appeal to the target audience (Q4) Explain franchising & merchandising opportunities for your TV Serial Drama (Q4) Write clearly & concisely using accurate SPAG Write in role; 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	<p>Key Assessment: Written: Research into advertising campaigns - first draft (AO2, AO3) Practical: CA3- An advertising campaign realised as either: → 3 30-second TV adverts → 3 30 second radio adverts → 3 full page magazine/billboard adverts</p>	<p>Key Assessment: Written & Practical: Year 11 Mock Exam, 2017 - TV Serial Dramas (AO1,AO3,AO4) Written & Practical: Improved exam responses (AO1, AO3,AO4)</p>	<p>Key Assessment: Written: Complete research & planning into advertising campaigns (AO1, AO3) Practical: CA3 (AO4) - An advertising campaign realised as either: → 3 30-second TV adverts → 3 30 second radio adverts → 3 full page magazine/billboard ads</p>	<p>Key Assessment: Written: Tweak research & planning task (AO2, AO3); Evaluation (AO4) (700-800 words) Practical: CA3 (- An advertising campaign realised as either: → 3 30-second TV adverts → 3 30 second radio adverts → 3 full page magazine/billboard ads</p>	<p>Key Assessment: Revision & exam style Qs</p> <p>NB. Exam brief released end April / start May → no more teaching allowed</p>	<p>Key Assessment:</p>



C u r r e n t Y e a r 1 1	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Apply and explain typical codes & conventions of your magazine across 2 platforms Apply & explain media techniques used to produce your magazine across 2 platforms Explain how your product has been adapted to suit different media platforms Identify and explain your target audience of magazine Explain how the 2 different products appeal to target audience Explain links between the 2 platforms used Explain how images of people, groups and places (representation) have been used in your magazine Explain how your magazine and website would be financed, distributed and produced (institution) Use accurate and concise language & SPAG <p>Key Foci:</p> <p>CA2 -Magazines: Complete Analysis and Response Task and Research, Planning & Presentation task - present launch of new mag via TV advert/radio advert <u>and</u> design the mag's front cover/homepage/viral advert</p>	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> Show knowledge & understanding of codes & conventions of TV Serial Dramas Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1) Give detailed examples from 2 or more TV Serial Dramas; 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integration of text & illustration, font, type size, colour, language, register & content <p>Key Foci: CA3 - Practical Production & Evaluation - Advertising → Research existing advertising and marketing campaigns linked to own campaign ideas; planning & pre-production work for own advertising campaign</p>	<p>Key Learning Objectives:</p> <p>RESEARCH (Identify / Explain / Analyse) in existing advertising campaigns and USE appropriately & effectively in own advertising campaign:</p> <ol style="list-style-type: none"> typical codes & conventions of advertising & marketing (slogans, imperatives, direct address, copy, logos, narration, voice-over, call to action) media techniques used to produce adverts and market products the potential audiences & how they are established and targeted key concept of representation (how images of people, groups and places are used) key concept of institution (how campaigns are financed, distributed and produced) in/for TV adverts: camera shots, framing, integration of copy, slogans & VOs, appropriate editing techniques, lighting, sound & mise-en-scène in/for radio adverts: microphone and/or mixing equipment, language, register & content in/for magazine/billboard ads; 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	<p>Print/ web-based:</p> <ul style="list-style-type: none">• mock-up design for the front cover• the internet homepage• a viral advert <p><i>Brief explanation how addresses representation & institution (200 words)</i></p>		<p>→ 3 full page magazine/billboard ads</p>	<p>→ 3 full page magazine/billboard ads</p>		
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