## Key Stage 4 Curriculum Map - MEDIA



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Y e a r 1 0	Key Learning Objectives:  1. Understand 4 main media concepts (RAIL)  2. Identify and apply media terminology (including film specific - camera shots, framing, editing, lighting, sound, mise-en-scène)  3. Explain effect of media techniques (re. moving image & TV)  4. Explain denotation and connotation of media products  5. Identify & explain how genre is established  6. Identify & explain how narrative is suggested  7. Make judgements as to who the target audience might be  8. Identify possible secondary audience & explain how products are consumed  9. Select appropriate, creative ideas (Q2) and a workable design (Q3)  10. Develop independent research skills  11. Use accurate and concise language & SPAG  Key Foci:  Introduction to GCSE Media Studies course  Study of key concepts (Representation, Audience, Institutions, Language) through CA1: Introductory Assignment - Moving Image - Start Analysis and Response task	Key Learning Objectives:  1. Apply and explain key concepts in your film (foci: language & audience)  2. Apply media terminology (including film specific - camera shots, framing, editing, lighting, sound, mise-en-scène)  3. Explain effect of media terminology (re. moving image techniques)  4. Explain denotation and connotation of your opening sequence  5. Explain how genre is established in your opening  6. Explain how narrative is suggested in your opening  7. Explain how audience is targeted in your film & possible secondary audience & explain how your film would be consumed  8. Plan and present pre-production work skilfully  9. Use accurate and concise language & SPAG  Key Foci:  CA1 - Moving Image - contd: Complete / tweak Analysis & Response task  Complete Research, Planning & Presentation task	Key Learning Objectives:  1. Show knowledge & understanding of codes & conventions of TV Serial Dramas  2. Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1)  3. Give detailed examples from 2 or more TV Serial Dramas; use a good range of examples (Q1)  4. Refer to the key concepts and use a range of media terminology & some media theory  5. Support your points/arguments (Q1)  6. Select appropriate, creative ideas (Q2) and a workable design (Q3)  7. Construct a TV Drama that appeals to target audience (Q3)  8. Explain how your TV Serial Drama will appeal to the target audience (Q4)  9. Explain franchising & merchandising opportunities for your TV Drama (Q4)  10. Write clearly & concisely using accurate SPAG  11. Write in role; refer back to, link ideas with preliminary material (Q1-3); explain how demands of brief have been met (Q4)  12. Answer all bullets of each question in detail  Key Foci: Start 2017 Exam Topic - TV Serial Dramas - codes & conventions; storyboard/ website/poster advert techs; production & consumption of texts	Key Learning Objectives:  1. Show knowledge & understanding of codes & conventions of TV Serial Dramas  2. Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1)  3. Give detailed examples from 2 or more TV Serial Dramas; use a good range of examples (Q1)  4. Refer to the key concepts and use a range of media terminology & some media theory  5. Support your points/arguments (Q1)  6. Select appropriate, creative ideas (Q2) and a workable design (Q3)  7. Construct a TV Serial Drama that appeals to target audience (Q3)  8. Explain how your TV Serial Drama will appeal to the target audience (Q4)  9. Explain franchising & merchandising opportunities for your TV Serial Drama (Q4)  10. Write clearly & concisely using accurate SPAG  11. Write in role; refer back to, link ideas with preliminary material (Q1-3); explain how demands of brief have been met (Q4)  12. Answer all bullets of each question in detail  Key Foci: Revision for Exam - TV Serial Dramas: codes & conventions; storyboard/ website/poster advert techs; production & consumption of texts IN TIMED CONDITIONS!	Key Learning Objectives:  1. Identify, explain and analyse typical codes & conventions of magazines & websites  2. Identify, explain and analyse media techniques used to produce magazines & websites  3. Explain how products have been adapted to suit different media platforms  4. Identify and explain the target audience of magazine & website  5. Explain how the 2 different products appeal to target audience  6. Explain links between the 2 platforms used  7. Analyse images used of people, groups and places (representation)  8. Explain how magazine and website are financed, distributed and produced (institution)  9. Use accurate and concise language & SPAG  Key Foci: CA2 -Cross Media - Magazines: Analysis and Response Task: Comparing a magazine with its online equivalent	Key Learning Objectives:  1. Apply and explain typical codes & conventions of your magazine across 2 platforms  2. Apply & explain media techniques used to produce your magazine across 2 platforms  3. Explain how your product has been adapted to suit different media platforms  4. Identify and explain your target audience of magazine  5. Explain how the 2 different products appeal to target audience  6. Explain links between the 2 platforms used  7. Explain how images of people, groups and places (representation) have been used in your magazine  8. Explain how your magazine and website would be financed, distributed and produced (institution)  9. Use accurate and concise language & SPAG  Key Foci:  CA2 -Magazines: Complete Analysis and Response Task and Research, Planning & Presentation task - present launch of new mag via TV advert/radio advert and design the mag's front cover/homepage/viral advert.
	Key Assessment: Practical: Part 1 of CA1 - Analyse opening sequence of a film & how it appeals to & and engages the audience (AO1, AO2) 500-700 words  Written: Baseline Assessment - Exam style Qs: Q2-4 and extension Q1 (AO1, AO3) - 1 hour 30 mins	Key Assessment: Practical: Part 2 of CA1 - Present ideas for opening of a film as a script/10 frame storyboard ( AO2, AO3, AO4)  Written: Improve 1st draft of Analysis and Response task - final draft (AO1, AO2)	Key Assessment: Written & Practical: Improved exam responses (AO1, AO3,AO4)	Key Assessment:: Written & Practical: Year 10 Exam, 2017 - TV Serial Dramas (AO1,AO3,AO4) Written & Practical: Improved exam responses (AO1, AO3,AO4)	Key Assessment: Written:CA2 - Cross Media - Part 1: Compare one magazine with its online equivalent. (AO2, AO3) 1000-1200 words	Key Assessment: Written & Practical: CA2- Present your ideas for the launch edition of 1new magazine across 2 different media platforms. (AO3, AO4) 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 Print or web-based - A mock-up design for: the front cover/ the internet homepage/ a viral advert Brief explanation how adresses representation & institution (200 words)

RES exis app advir r 1 1 2. 3. 4. 5. 6. 6. 7. 8. Protress wor extended Exte	y Learning Objectives: SEARCH (Identify / Explain / Analyse) in sting advertising campaigns and USE propriately & effectively in own vertising campaign:  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 of the planning & pre-production rk for your advertising campaign ension: start planning audio-visual d/or print based adverts  **Y Foci:** **Try Foci:** *	Key Learning Objectives:  1. Show knowledge & understanding of codes & conventions of TV Serial Dramas  2. Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1)  3. Give detailed examples from 2 or more TV Serial Dramas; use a good range of examples (Q1)  4. Refer to the key concepts and use a range of media terminology & some media theory  5. Support your points/arguments (Q1)  6. Select appropriate, creative ideas (Q2) and a workable design (Q3)  7. Construct a TV Serial Drama that appeals to target audience (Q3)  8. Explain how your TV Serial Drama will appeal to the target audience (Q4)  9. Explain franchising & merchandising opportunities for your TV Serial Drama (Q4)  10. Write clearly & concisely using accurate SPAG  11. Write in role; refer back to, link ideas with preliminary material (Q1-3); explain how demands of brief have been met (Q4)  12. Answer all bullets of each question in detail  Key Foci: Revision for Y11 Mock Exam  - TV Serial Dramas: codes & conventions; storyboard/ website/poster advert techs; production & consumption of texts IN TIMED CONDITIONS!	advertising & marketing (slogans, imperatives, direct address, copy, logos, narration, voice-over, call to action)  2. media techniques used to produce adverts and market products  3. the potential audiences & how they are established and targeted  4. key concept of representation (how images of people, groups and places are used)  5. key concept of institution (how campaigns are financed, distributed and produced)  6. in/for TV adverts: camera shots, framing, integration of copy, slogans & VOs, appropriate editing techniques, lighting, sound & mise-en-scène  7. in/for radio adverts: microphone and/or mixing equipment, language, register & content	Key Learning Objectives: RESEARCH (Identify / Explain / Analyse) in existing advertising campaigns and USE appropriately & effectively in own advertising campaign:  1. typical codes & conventions of advertising & marketing (slogans, imperatives, direct address, copy, logos, narration, voice-over, call to action)  2. media techniques used to produce adverts and market products  3. the potential audiences & how they are established and targeted  4. key concept of representation (how images of people, groups and places are used)  5. key concept of institution (how campaigns are financed, distributed and produced)  6. in/for TV adverts: camera shots, framing, integration of copy, slogans & VOs, appropriate editing techniques, lighting, sound & mise-en-scène  7. in/for radio adverts: microphone and/or mixing equipment, language, register & content  8. in/for magazine/billboard ads; integration of text & illustration, font, type size, colour, language, register & content  Key Foci: Complete CA3 - Practical Production & Evaluation - Advertising → Tweak research, planning & pre-production work; produce final adverts; evaluation	Key Learning Objectives:  1. Show knowledge & understanding of codes & conventions of TV Serial Dramas  2. Identify, explain & analyse typical codes & conventions of TV Serial Dramas (Q1)  3. Give detailed examples from 2 or more TV Serial Dramas; use a good range of examples (Q1)  4. Refer to the key concepts and use a range of media terminology & some media theory  5. Support your points/arguments (Q1)  6. Select appropriate, creative ideas (Q2) and a workable design (Q3)  7. Construct a TV Serial Drama that appeals to target audience (Q3)  8. Explain how your TV Serial Drama will appeal to the target audience (Q4)  9. Explain franchising & merchandising opportunities for your TV Serial Drama (Q4)  10. Write clearly & concisely using accurate SPAG  11. Write in role; refer back to, link ideas with preliminary material (Q1-3); explain how demands of brief have been met (Q4)  12. Answer all bullets of each question in detail  Key Foci: Revision for Exam - TV Serial Dramas: - codes & conventions; storyboard/ website/poster advert techs; production & consumption of texts IN TIMED CONDITIONS!	Key Learning Objectives:
Wr cam Pra	ry Assessment: ritten: Research into advertising mpaigns - first draft (AO2, AO3) actical: CA3- An advertising mpaign realised as either:  3 30-second TV adverts 3 30 second radio adverts afull page magazine/billboard adverts	Key Assessment: Written & Practical: Year 11 Mock Exam, 2017 - TV Serial Dramas (A01,A03,A04) Written & Practical: Improved exam responses (A01, A03,A04)	Key Assessment: Written: Complete research & planning into advertising campaigns (AO2, 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	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	Key Assessment:  Revision & exam style Qs  NB. Exam brief released end  April / start May → no more  teaching allowed	Key Assessment:



С	Key Learning Objectives:	Key Learning Objectives:	Key Learning Objectives:	Key Learning Objectives:	Key Learning Objectives:	Key Learning Objectives:
	Apply and explain typical codes &	Show knowledge & understanding of	RESEARCH (Identify / Explain / Analyse)	RESEARCH (Identify / Explain / Analyse)	13. Show knowledge & understanding of	, 5 3,
u	conventions of your magazine across	codes & conventions of TV Serial	in existing advertising campaigns and	in existing advertising campaigns and	codes & conventions of TV Serial	
r	platforms     Apply & explain media techniques	Dramas  2. Identify, explain & analyse typical	USE appropriately & effectively in own advertising campaign:	USE appropriately & effectively in own advertising campaign:	Dramas  14. Identify, explain & analyse typical	
r	used to produce your magazine	codes & conventions of TV Serial	advertising campaign.	advertising campaign.	codes & conventions of TV Serial	
•	across 2 platforms	Dramas (Q1)	typical codes & conventions of	typical codes & conventions of	Dramas (Q1)	
е	3. Explain how your product has been	3. Give detailed examples from 2 or	advertising & marketing (slogans,	advertising & marketing (slogans,	15. Give detailed examples from 2 or	
n	adapted to suit different media	more TV Serial Dramas; use a good	imperatives, direct address, copy,	imperatives, direct address, copy,	more TV Serial Dramas; use a good	
	platforms	range of examples (Q1)	logos, narration, voice-over, call to	logos, narration, voice-over, call to	range of examples (Q1)	
τ	Identify and explain your target	4. Refer to the key concepts and use a	action)	action)	16. Refer to the key concepts and use a	
	audience of magazine 5. Explain how the 2 different products	range of media terminology & some media theory	media techniques used to produce	media techniques used to produce	range of media terminology & some media theory	
v	appeal to target audience	5. Support your points/arguments (Q1)	adverts and market products  3. the potential audiences & how they	adverts and market products  3. the potential audiences & how they	17. Support your points/arguments (Q1)	
T	6. Explain links between the 2	6. Select appropriate, creative ideas	are established and targeted	are established and targeted	18. Select appropriate, creative ideas	
е	platforms used	(Q2) and a workable design (Q3)	4. key concept of representation (how	4. key concept of representation (how	(Q2) and a workable design (Q3)	
а	7. Explain how images of people,	7. Construct a TV Drama that appeals	images of people, groups and places	images of people, groups and places	19. Construct a TV Drama that appeals	
	groups and places (representation) have been used in your magazine	to target audience (Q3)  8. Explain how your TV Serial Drama	are used)	are used)	to target audience (Q3)  20. Explain how your TV Serial Drama	
r	Explain how your magazine and	will appeal to the target audience	<ol><li>key concept of institution (how campaigns are financed, distributed</li></ol>	<ol><li>key concept of institution (how campaigns are financed, distributed</li></ol>	will appeal to the target audience	
1	website would be financed,	(Q4)	and produced)	and produced)	(Q4)	
1	distributed and produced	9. Explain franchising & merchandising	6. in/for TV adverts: camera shots,	6. in/for TV adverts: camera shots,	21. Explain franchising & merchandising	
	(institution)	opportunities for your TV Drama	framing, integration of copy, slogans	framing, integration of copy, slogans	opportunities for your TV Drama	
	Use accurate and concise language	(Q4)	& VOs, appropriate editing	& VOs, appropriate editing	(Q4)	
	& SPAG	10. Write clearly & concisely using accurate SPAG	techniques, lighting, sound &	techniques, lighting, sound &	<ol> <li>Write clearly &amp; concisely using accurate SPAG</li> </ol>	
	Key Foci:	11. Write in role; refer back to, link ideas	mise-en-scène 7. in/for radio adverts: microphone	mise-en-scène 7. in/for radio adverts: microphone	23. Write in role; refer back to, link ideas	
	key roci.	with preliminary material (Q1-3);	and/or mixing equipment, language,	and/or mixing equipment, language,	with preliminary material (Q1-3);	
	CA2 -Magazines: Complete Analysis and	explain how demands of brief have	register & content	register & content	explain how demands of brief have	
	Response Task and Research, Planning &	been met (Q4)	8. in/for magazine/billboard ads;	8. in/for magazine/billboard ads;	been met (Q4)	
	Presentation task - present launch of	12. Answer all bullets of each question	integration of text & illustration,	integration of text & illustration,	24. Answer all bullets of each question	
	new mag via TV advert/radio advert and design the mag's front	in detail	font, type size, colour, language,	font, type size, colour, language,	in detail	
	cover/homepage/viral advert	W. F	register & content	register & content	w	
		Key Foci: Revise GCSE Exam 2017 -	W. F	w	Key Foci: Revision for GCSE Exam	
		TV Game shows - codes & conventions; storyboard/ website/poster advert	Key Foci: CA3 - Practical Production & Evaluation -	Key Foci: Complete CA3 - Practical Production &	2016 - TV Gameshows - codes & conventions; storyboard/	
		techs; production & consumption of	Advertising → Research existing	Evaluation - Advertising → Tweak	website/poster advert techs; production	
		texts	advertising and marketing campaigns	research, planning & pre-production	& consumption of texts	
			linked to own campaign ideas; planning	work; produce final adverts; evaluation		
			& pre-production work for own advertising campaign			
			sampagn			
	Key Assessment:	Key Assessment:	Key Assessment:	Key Assessment:	Key Assessment:	Key Assessment:
	Written & Practical: CA2-Ideas	Written & Practical: Year 11 Mock	Written: Tweak research & planning	Written: Tweak research & planning		Practical:
	for launch edition of 1new magazine	Exam, 2016 - TV Game shows	task (AO2, AO3); Evaluation (AO4)	task (AO2, AO3); Evaluation (AO4)	Revision & exam style Qs	Written:
	across 2 different media platforms. (AO3-4)	(AO1,AO3,AO4)	(700-800 words)	(700-800 words)		
	(AO3-4) Audio-Visual:	Written & Practical: Improved exam responses (AO1, AO3,AO4)	Practical: CA3 ( - An advertising campaign realised as either:	Practical: CA3 ( - An advertising campaign realised as either:	NB. Exam brief released end	
	a 10 frame storyboard for	examinesponses (AO1, AO3,AO4)	⇒ 3 30-second TV adverts	⇒ 3 30-second TV adverts	April / start May → no more	
	a TV advert		→ 3 30 second radio adverts	→ 3 30 second radio adverts	teaching allowed	
	<ul> <li>a script for a 30-second radio advert</li> </ul>					
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Print/ web-based:      mock-up design for the front cover     the internet homepage     a viral advert  Brief explanation how adresses representation & institution (200 words)	→ 3 full page  magazine/billboard ads  → 3 full page  magazine/billboard ads	
representation & institution (200 words)		