

SUBJECT: Media

Key Stage 4 Curriculum:

2019-20	Year9	Year 10	Year 11 (2020 cohort only)
Autumn 1	Introduction to Media Representations of themselves through magazine front covers. Theory: Magazine front cover layouts Colour theory Practical: Use of studio Intro to photoshop Intro to indesign	Component 1: Section A and B Film marketing Theory- Looking at the theatrical framework that is associated with film marketing including the set texts of Man with a Golden gun and Spectre. Practical- Intro into photoshop – planning and drafting a film Poster using the theatrical framework	Component 3: Non exam assessment task The exam board set a production brief for students to complete over 12 weeks. They will choose between: <ul style="list-style-type: none"> • Television • Music Marketing • Film Marketing • Magazines This is a practical element to the course where they will show their skills in producing a production through their choice of task. This equates to 30% of their final grade. Mock exam covering component 1 and 2.
Autumn 2	Theorists Narrative structures: Propps theory- The Dark Knight Linear narrative/ non-linear narrative Todrov theory of equilibrium Barthes theory of enigma codes Binary opposition- Levi-Struss Genre: Variations and repetitions Steve Neales theory	Component 1: Section A Advertising and Marketing Magazines Theory – Media language associated with Quality street and this girl can. Comparative analysis with other products (links to exam questioning) Magazines – GQ and Pride focusing on ethnicity and representations of gender	
Spring 1	Component 2: section A Audio Visual Looking at technical and visual codes- <ul style="list-style-type: none"> • Camera shots • Lighting 	Component 1: Section A Newspapers Studying The Guardian and The Sun focusing on media language and representations	Revision Media Language- Magazines Newspapers Advertising and marketing Television- in depth

		<ul style="list-style-type: none"> Editing <p>Looking at television genre including studying key sequence and representations of gender</p>	Comparisons with other newspapers looking at Industry and Audiences	Online music- in depth	
Spring 2	Component 2: section A Audio Visual <p>Comparisons between television programs</p> <p>Practical: Intro to Adobe Premiere by writing an opening sequence for a reality tv program focusing on Media Language, Audiences and representations.</p>	Component 1: Section A Newspapers <p>Exam focus- set products and comparisons</p> Video Games <p>Looking at set text for video games, the industry and audience participation</p>	Revision Representation <p>Magazines Newspapers Advertising and marketing Television- in depth Online music- in depth</p>		
Summer 1	Component 1: section B <p>Radio Industry</p> <p>Focusing on Industry and Audience of The Archers.</p> Component 2: Section B Music Video and online media <p>Studying contemporary and older music videos and audience responses.</p> <p>Practical: create a website for a new pop group Create a music video for a new artist further work on premiere and introduction to web design.</p>	Component 3: Non exam assessment task <p>The exam board set a production brief for students to complete over 12 weeks. They will choose between:</p> <ul style="list-style-type: none"> Television Music Marketing Film Marketing Magazines <p>This is a practical element to the course where they will show their skills in producing a production through their choice of task. This equates to 30% of their final grade.</p> <p>Mock exam covering component 1.</p>	Revision Media industries <p>Film Newspapers Television- in depth Online music- in depth Video games Radio</p> Media Audiences <p>Newspapers Television- in depth Online music- in depth Video games Radio</p>		
Summer 2				Externally set exam - June	

Key Stage 5 Curriculum:

2019-20	Year 12	Year 13
Autumn 1	Introduction to the theatrical framework Component 1: section A: Advertising and Marketing focusing on media language, representation and audience. Exam focus: water aid and Tide Component 1 section B: Film Industry	Component 3: Non exam assessment task The exam board set a cross media production brief for students to complete over 16 weeks. They will choose between: <ul style="list-style-type: none"> • Television-Audio visual and print or online • Music Marketing- Audio visual and print or online • Film Marketing- Print and online • Magazines- Print and online This is a practical element to the course where they will show their skills in producing a cross media production through their choice of task. This equates to 30% of their final grade. They will show knowledge of the theatrical framework and skill in their use of various programmes. Spring 1: Mock exam for component 1 and 2
Autumn 2	Component 1: section A: Newspapers focusing on media language and Representations Component 1: section B: Newspapers industry and audience	
Spring 1	Component 2: section A: Historical product- Media Language, Representation, industry and audience Contemporary Mainstream product- Media Language, Representation, industry and audience	
Spring 2	Component 1: section A: Music Video Media Language and Representation	Revision Media Language and Representation Commercial print advertising/ film marketing/newspapers Semiotics

	Practical element – story boarding/shot list/statement of aims/shoot music video	Codes and conventions Structuralist theory- Levi Strauss Representation of gender Stereotypes Theorists- Hall, Identity theory- Gauntlett Feminist theory- Van Zoonan Historical/cultural/social contexts Post colonial theory – Gilroy Under and over representations Comparative adverts
Summer 1	Component 2: section A: Television -industry overview and analysis of English language and non-English language product focusing on the theatrical framework Component 2: section B: Radio - industry and audience Video Games - industry and audience Component 2: section Industry overview - Blogs/online magazines/	Audiences Interpretations and responses Social, cultural and historical responses Cultivation theory- Gerbner Reception theory- Hall Online and social media Ideology Industry Production Distribution Circulation Regulations
Summer 2	Revision and Mock exam	External set exam- June