SUBJECT: Media

Key Stage 5: Curriculum Intent

<table>
<tr><td>2021-22</td><td>Year 12 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA OCR</td><td colspan="2">Year 13 EDUQAS A LEVEL MEDIA STUDIES</td></tr>
<tr><td>Autumn 1</td><td rowspan="2">UNIT 1
Media products and audience

Learning Objective 1:
Understand the ownership models of media institutions
• Different types of media ownership
• Public and private ownership
• Synergy, horizontal and vertical integration
• Job roles in the media

Learning Objective 2:
Understand how media products are advertised and distributed
• Different types of advertising
• Distribution and marketing to audiences
• Technological convergence
•
Learning Objective 3:
Understand how meaning is created in media products
• Codes and conventions used
• Audio visual media
• Mise-en-scene
• Camera work
• Editing
• Use of sound
• Denotation and connotation
• Print based conventions- magazines
• Theories-representations/male gaze/narrative/genre</td><td>COMPONENT 1 SECTION B

FILM CROSS MEDIA STUDY
Black Panther & I Daniel Blake
Industry
Audience
Context

VIDEO GAMES
Assassins Creed Franchise
Industry
Audience
Context

COMPONENT 1 SECTION A

MUSIC VIDEOS
Dream- Dizzee Rascal
Riptide- Vance Joy
Media language
Representation
Context</td><td>COMPONENT 1 SECTION A& B

NEWSPAPERS
The Mirror & The Times
Media language
Representation
Industry
Audience
Context

COMPONENT 2 SECTION B

MAGAZINES
Realm and Huck
Media language
Representation
Industry
Audience
Context</td></tr>
<tr><td>Autumn 2</td></tr>
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	Learning Objective 4: Understand the target audiences of media products • Audiences mainstream and niche • Demographic profile • Psychographics • Uses and gratifications **Learning Objective 5:** Be able to evaluate research data used by media institutions • Primary and secondary research • Purpose of research • Market possibilities • Analysing data **Learning Objective 6:** Be able to evaluate legal, ethical and regulatory issues associated with media products • Impact of media on audiences • Moral panic • Media regulations • Copyright **Assessment will be a 2hr exam marked by OCR**	**COMPONENT 1 SECTION B** **RADIO** Late night women's hour Industry Audience Context	
Spring 1 Spring 2	**UNIT 2** **Pre-production and planning** **Learning Objective 1:** Understand the factors that need to be considered during the planning of a media product • Types of media production and implications for process • Financial constraints • Revenue streams • Time constraints • Personnel involved	**COMPONENT 2 SECTION A** **TELEVISION** Humans and The Returned Media language Representation Industry Audience Context	**RE-VISIT Y12 LEARNING** **COMPONENT 1 SECTION A** **ADVERTISING AND MARKETING** Kiss of the vampire Tide Water aid Media language Representation

	• Facilities, locations and resources • Legal issues • Regulatory issues • Ethical issues **Learning Objective 2:** Be able to interpret client requirements and target audience considerations • Evaluating client requirements • Hoe to analyse a brief • Target audience factors **Learning Objective 3:** Be able to plan the preproduction of a media product • How to plan pre-production • Working to timescales and production • Call sheet • Research and staffing **Learning Objective 4:** Be able to create and evaluate pre-production documents for a new media product • Pitching an idea • Creating a call sheet/schedule/workplan/risk assessments/SWOT analysis/script/concept art/set design **Assessment will be a 2 hr exam marked by OCR**	**COMPONENT 2 SECTION C** **ONLINE** Zoella and Attitude Media language Representation Industry Audience Context	Context **COMPONENT 1 SECTION A& B** **NEWSPAPERS** The Mirror & The Times Media language Representation Industry Audience Context

Summer 1	**UNIT 3** **Create a media Product** **Learning Objective 1:** Be able to create a proposal with sample materials for an original media product to a client brief **Learning Objective 2:** Be able to plan and develop preproduction materials for an original media product to a client brief **Learning Objective 3** Be able to create production materials for an original media product to a client brief : **Learning Objective 4:** Be able to carry out post-production techniques and processes for an original media product to a client brief **TWO/THREE MORE OPTIONAL UNITS WILL BE COMPLETED IN YEAR 13 APPLYING THE KNOWLEDGE AND SKILLS LEARNT IN YEAR 12**	**REVISION AND EXAM SKILLS**
Summer 2		