

SUBJECT: Media

Key Stage 5: Curriculum Intent

	Year 12 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA OCR	Year 13 EDUQAS A LEVEL MEDIA STUDIES	
Autumn 1	<p>UNIT 1 Media products and audience</p> <p>Learning Objective 1: Understand the ownership models of media institutions</p> <ul style="list-style-type: none"> • Different types of media ownership • Public and private ownership • Synergy, horizontal and vertical integration • Job roles in the media <p>Learning Objective 2: Understand how media products are advertised and distributed</p> <ul style="list-style-type: none"> • Different types of advertising • Distribution and marketing to audiences • Technological convergence • 	<p>COMPONENT 1 SECTION B</p> <p>FILM CROSS MEDIA STUDY Black Panther & I Daniel Blake</p> <p>Industry Audience Context</p> <p>VIDEO GAMES Assassins Creed Franchise</p> <p>Industry Audience Context</p> <p>COMPONENT 1 SECTION A</p>	<p>COMPONENT 1 SECTION A & B</p> <p>NEWSPAPERS The Mirror & The Times</p> <p>Media language Representation Industry Audience Context</p> <p>COMPONENT 2 SECTION B</p>

Autumn 2

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

MUSIC VIDEOS

Dream- Dizze Rascal

Riptide- Vance Joy

Media language

Representation

Context

MAGAZINES

Realm and Huck

Media language

Representation

Industry

Audience

Context

	<p>Learning Objective 4: Understand the target audiences of media products</p> <ul style="list-style-type: none"> • Audiences mainstream and niche • Demographic profile • Psychographics • Uses and gratifications <p>Learning Objective 5: Be able to evaluate research data used by media institutions</p> <ul style="list-style-type: none"> • Primary and secondary research • Purpose of research • Market possibilities • Analysing data <p>Learning Objective 6: Be able to evaluate legal, ethical and regulatory issues associated with media products</p> <ul style="list-style-type: none"> • Impact of media on audiences • Moral panic • Media regulations • Copyright <p>Assessment will be a 2hr exam marked by OCR</p>	<p>COMPONENT 1 SECTION B</p> <p>RADIO Late night women's hour Industry Audience Context</p>	
Spring 1	<p>UNIT 2 Pre-production and planning</p> <p>Learning Objective 1: Understand the factors that need to be considered during the planning of a media product</p>	<p>COMPONENT 2 SECTION A</p> <p>TELEVISION Humans and The Returned Media language Representation</p>	<p>RE-VISIT Y12 LEARNING</p> <p>COMPONENT 1 SECTION A</p> <p>ADVERTISING AND MARKETING Kiss of the vampire</p>

Spring 2	<ul style="list-style-type: none"> • Types of media production and implications for process • Financial constraints • Revenue streams • Time constraints • Personnel involved 	Industry Audience Context	Tide Water aid Media language Representation
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	<ul style="list-style-type: none"> • Facilities, locations and resources • Legal issues • Regulatory issues • Ethical issues <p>Learning Objective 2: Be able to interpret client requirements and target audience considerations</p> <ul style="list-style-type: none"> • Evaluating client requirements • How to analyse a brief • Target audience factors <p>Learning Objective 3: Be able to plan the preproduction of a media product</p> <ul style="list-style-type: none"> • How to plan pre-production • Working to timescales and production • Call sheet • Research and staffing <p>Learning Objective 4: Be able to create and evaluate pre-production documents for a new media product</p> <ul style="list-style-type: none"> • Pitching an idea • Creating a call sheet/schedule/workplan/risk assessments/SWOT analysis/script/concept art/set design <p>Assessment will be a 2 hr exam marked by OCR</p>	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
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<p>Summer 1</p>	<p>UNIT 3 Create a media Product</p> <p>Learning Objective 1: Be able to create a proposal with sample materials for an original media product to a client brief</p> <p>Learning Objective 2: Be able to plan and develop preproduction materials for an original media product to a client brief</p> <p>Learning Objective 3 Be able to create production materials for an original media product to a client brief :</p>	<p>REVISION AND EXAM SKILLS</p>
<p>Summer 2</p>	<p>Learning Objective 4: Be able to carry out post-production techniques and processes for an original media product to a client brief</p> <p>TWO/THREE MORE OPTIONAL UNITS WILL BE COMPLETED IN YEAR 13 APPLYING THE KNOWLEDGE AND SKILLS LEARNT IN YEAR 12</p>	