


Media Curriculum Overview 2019-2020.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 9 (5 hours per fortnight.)	Introduction to the theoretical Framework <ul style="list-style-type: none"> Media Language Audiences Representation Institutions 	Developing Practical Skills <ul style="list-style-type: none"> Introduction to publishing techniques Storyboarding skills Scripting Skills AV skills	Introduction to Advertising and Marketing <ul style="list-style-type: none"> Techniques Stereotyping Practical application Text analysis 	Introduction to Television <ul style="list-style-type: none"> Genre Institutions Audiences and Consumption Practical Application	Introduction to The Music Industry <ul style="list-style-type: none"> Genre Marketing and promotion Institutions Target audiences and consumption Practical Application 	Introduction to Newspapers/ magazines <ul style="list-style-type: none"> Genre Conventions Representation Institutions and their values Audiences and Consumption
	EOU and MCQ	Practical product analysis Ex Guide	EOU and MCQ	EOU and MCQ And Practical analysis	EOU and MCQ	EOU and MCQ End of year exam
Year 10 (5 hours per fortnight.)	Exploring the theoretical Framework <ul style="list-style-type: none"> Media Language Audiences Representation Institutions Review of Practical Skills <ul style="list-style-type: none"> Publishing techniques review AV Skills Review 	Introduction to Component 1A and B <ul style="list-style-type: none"> Advertising and Marketing in This Girl Can, Quality Street and Spectre Practical application Representation in magazines GQ and Pride Exam Focus <ul style="list-style-type: none"> Question analysis and draft magazine practical tasks 	Introduction to component 2 Section A <ul style="list-style-type: none"> TV Genre - Sitcom Analysis of The IT Crowd Analysis of key sequences Analysis of representations 	Introduction to component 2 Section A <ul style="list-style-type: none"> Institutional analysis Target audience and Consumption Introduction to Product 2 – Friends Exam question analysis Exam Focus <ul style="list-style-type: none"> Mock Exam 	Introduction to Component 3 <ul style="list-style-type: none"> Working from a brief Refresher training on equipment/software Pitching and treatment Review storyboarding and scripting Planning 	Production - Component 3 <ul style="list-style-type: none"> Filming, photographing, construction and editing
	EOU and MCQ	EOU and MCQ	EOU and MCQ	EOU and MCQ	EOU and MCQ	EOU and MCQ End of year exam
Year 11 (5 hours per fortnight.)	Component 1 Section B <ul style="list-style-type: none"> Introduction and overview of Fortnite 	Component 2 Section B <ul style="list-style-type: none"> Music videos and online media Analysis of 'Roar' Contexts of contemporary music video Analysis of 'Uptown Funk' Analysis of 'Black or White' Analysis of Social, online and participatory media for Katie Perry and Bruno Mars Industry and audience issues for Bruno Mars 	Component 1 Section B <ul style="list-style-type: none"> Radio industry and The Archers Audience and The Archers Exam question analysis 	Component 1 Section A <ul style="list-style-type: none"> Newspapers introduction and overview. Analysis of The Guardian and The Sun – media language and representation Component 1 Section B <ul style="list-style-type: none"> Newspaper Industry – The Sun Audiences and The Sun	Exam Focus <ul style="list-style-type: none"> Revision and Exam Practice 	
	EOU and MCQ	EOU and MCQ Mock exam	EOU and MCQ	EOU and MCQ Mock exam		