

| Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| <p>Introduction to four key concepts. Packaging of DVDs.</p> | <p>Analyzing key concepts and conventions for moving image. Analysis of trailers and feature films.</p> | <p>Film promotion</p> | <p>Analysis of moving image and developing extended writing. Analysis of representation.</p> | <p>Sit-coms</p> | <p>Advertising</p> |
| <p>Skills: Media Language, Audience Theory, Institution and Representation. Analyze and respond.</p> <p>Assessment: Construction of DVD cover using accurate conventions.</p> <p><i>SMSC / British Values: Consideration of how audiences react to different types of medium.</i></p> | <p>Skills: Media Language and Audience Theory. Analyze and respond.</p> <p>Assessment: Written analysis of Sherlock Holmes to cover the main concepts.</p> <p><i>SMSC / British Values: Discussion and analysis of stereotypes in the media.</i></p> | <p>Skills: Institution and Representation - Analytical task, including explanation.</p> <p>Assessment: Construction of Film Poster and Storyboard using appropriate conventions.</p> <p><i>SMSC/British Values: Research, planning and presentation of individual creative product. Discussion and analysis of stereotypes in the media.</i></p> | <p>Skills: All 4 key concepts - Media, Language, Audience, Representation and Institution.</p> <p>Assessment: Written analysis of moving image to cover key concepts linking appropriate theory.</p> <p><i>SMSC/ British Values: Consideration of audiences and theory to further develop understanding and influences of audio visual texts.</i></p> | <p>Skills: Media Language and Audience Theory. Analyze and respond.</p> <p>Assessment: Written analysis of contemporary and historical sitcom to cover the main concepts.</p> <p><i>SMSC / British Values: Discussion and analysis of stereotypes in the media. Consideration of how audiences react to different types of medium.</i></p> | <p>Skills: Institution and Representation - Research, planning and presentation Task.</p> <p>Assessment: Construction of an original magazine front cover and contents page.</p> <p><i>SMSC/British Values: Research, planning and presentation of individual creative product. To consider the regulations and controls applied to the particular medium.</i></p> |
| <p>Enrichment/Extra Curriculum: Film Club</p> | | | | | |

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| <p>Introduction to theoretical framework</p> <p>Component 1: Section A: Advertising and marketing</p> | <p>Component 1: Section B: Film Industry and Spectre</p> <p>Component 1: Section A: Magazines Analysis</p> | <p>Component 2: Section A: TV Genre (Crime Drama)</p> | <p>Component 2: Section A: TV Genre (Crime Drama)</p> | <p>Component 3: Practical Production</p> | <p>Component 3: Practical Production</p> |
| <p>Skills: Understanding of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Comparison of a set text and one other.</p> <p>SMSC/British Values: <i>Consideration of how audiences react to different types of medium.</i></p> | <p>Skills: Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Practice exam style question on analysis of Bond/ Spectre.</p> <p>SMSC/British Values: <i>Discussion and analysis of stereotypes in the media specifically relating to masculinity and Femininity.</i></p> | <p>Skills: Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Practice exam style question on analysis of Television. They will focus on Media Language and Contexts.</p> <p>SMSC/British Values: <i>Discussion and analysis of stereotypes in the media. Regulations and controls applied to the particular medium. Consideration of how audiences react to different types of medium.</i></p> | <p>Skills: Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Mock exam- Component 1A and Component 1B.</p> <p>SMSC/British Values: <i>Discussion and analysis of stereotypes in the media. Regulations and controls applied to the particular medium. Consideration of how audiences react to different types of medium.</i></p> | <p>Skills: Application/ Construction of practical products utilizing their understanding of conventions for different media platforms as well as the theoretical frameworks.</p> <p>Assessment: Research and planning for the Non – examined unit.</p> <p>SMSC/British Values: <i>Research, planning and presentation of individual creative product. To consider the regulations and controls applied to the particular medium.</i></p> | <p>Skills: Evaluation/ reflection Application/ Construction of practical products utilizing their understanding of conventions for different media platforms as well as the theoretical frameworks.</p> <p>Assessment: Practical production of the Non-examined unit.</p> <p>SMSC/British Values: <i>Research, planning and presentation of individual creative product. To consider the regulations and controls applied to the particular medium.</i></p> |

Enrichment/Extra Curriculum:

- *After school sessions available for students.*
- **Revision/ Exam practice**
- **Film Club**

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| <p>Component 3: Cross media production</p> <p>Component 1: Section B- Pokemon Go</p> <p>Component 2: Section B – Music Video</p> | <p>Component 2: Section B – Music Video</p> | <p>Component 1: Section B: Radio</p> <p>Component 1: Section A- Newspapers</p> | <p>Component 1 : Section B. Newspapers.</p> | <p>Revision/ Exam practice</p> | <p>Study Leave</p> <p>Revision/ Exam practice</p> |
| <p>Skills: Construction of products using appropriate conventions.</p> <p>Assessment: Submission of the cross media productions for the NEA.</p> <p>SMSC/British Values: <i>Consideration of how audiences react to different types of medium.</i> <i>Construction of individual creative product that fits with given outcomes set by the exam board.</i></p> | <p>Skills: Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Component 2: Section A- comparison practice.</p> <p>SMSC/British Values: <i>Consideration of audiences and theory to further develop understanding and influences of audio visual texts.</i> <i>Consideration of how audiences react to different types of medium.</i></p> | <p>Skills: Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Exam style practice question: Component 1: Section B.</p> <p>SMSC/British Values:</p> | <p>Skills: Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Component 1: Section B practice question.</p> <p>SMSC/British Values:</p> | <p>Skills: Independence, evaluative, Analysis of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution.</p> <p>Assessment: Mock exams and practice questions.</p> <p>SMSC/British Values:</p> | |
| <p>Enrichment/Extra Curriculum:</p> <ul style="list-style-type: none"> • <i>After school sessions available for students.</i> • Revision/ Exam practice • <i>Film Club</i> | | | | | |

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| <p>Completion/ improvement of controlled assessment.</p> <p>Introduction to the exam unit.</p> | <p>Studying Exam Topic Television Serial Dramas</p> | <p>Studying Exam Topic Television Serial Dramas</p> | <p>Studying Exam Topic Television Serial Dramas</p> | <p>Studying Exam Topic Television Serial Dramas</p> | <p>Study leave.</p> |
| <p>Skills: Unit 1 – Media Language and Audience Theory. Unit 2 – Media Language, Representation and Institution. Unit 3 – all 4 key concepts – Media Language, Audience, Representation and Institution. Assessment: Whole marking of coursework assignments 1-3 after developments. <i>SMSC/British Values: Evaluate own creative products and improve upon these.</i></p> | <p>Skills: Understanding of the theoretical frameworks. Representation, Media Language, Audience, Context and Institution. Assessment: Whole marking of coursework assignments 1-3 after developments and a mock. <i>SMSC/British Values: Analyzing the media product and how it meets audience expectations.</i></p> | <p>Skills: Analysis of medium in terms of representation, stereotyping and audience. Assessment: Analysis of how Television Serial Dramas contribute to making a successful production and how. <i>SMSC/British Values: Analyzing the media product and the context in which it is produced and consumed by the audience.</i></p> | <p>Skills: Considering the institution in which the medium is produced and how they meet guidelines set out Assessment: Whole marking of coursework assignments 1-3 after developments and second mock. <i>SMSC/British Values: To develop the appreciation of the media product and its role in their everyday life.</i></p> | <p>Skills - Construction of own media product from the pre-release given by the exam board. <i>Assessment: Practice questions based on the exam pre-release.</i> <i>SMSC/British Values: To construct and evaluate their own media product.</i></p> | |
| <p>Enrichment/Extra Curriculum:</p> <ul style="list-style-type: none"> • <i>After school and break drop in sessions for coursework.</i> • Revision/ Exam practice • Film Club | | | | | |