

Media Curriculum Map KS4

|                     | 1   | 2   | 3  | 4  | 5   | 6   |
|---------------------|---|---|--|--|---|---|
| <b>Year 10 GCSE</b> | Intro to theoretical framework & practical work – poster task.<br><b>Component 1 Section A, Advertising &amp; marketing:</b> Quality Street, This Girl Can, Bond Posters, analysis of other products.<br>Practical task Plan/draft an advert. | <b>Component 1 Section B Advertising &amp; Marketing</b> Film industry & Spectre, Audience & Spectre, design a poster.<br><b>Component 1 Section A</b> analysis GQ & Pride magazines ML & reps gender & ethnicity, comparative analysis with other products.<br>Practical draft magazine over hols. | <b>Practical</b> Produce magazine. Exam style question. Compare with set texts.<br><b>Component 2 Section A TV sitcom The IT Crowd &amp; Friends</b> Intro to genre, analysis of key sequences & specific aspects of ML & reps in IT crowd<br>Exam focus practical task storyboarding a sequence plus written analysis question. | <b>Component 2 Section A</b> Industry issues related to full length episode IT Crowd. Intro to 2 <sup>nd</sup> set product Friends, comparison of ML & reps, detailed comparisons of both products linked to contexts, audience & industry.<br><b>Revision</b> Component 1A & 2A<br>Mock exam Component 1A & 2A. | <b>Component 3</b> Introduction to briefs, initial ideas/research. Analysis of similar products, refresher training on equipment/software. Research target audience. Research & planning, draft of initial ideas, pitch concept, treatment, layout designs.<br><b>Submit initial statement of Aims.</b> | <b>Production of Component 3 coursework</b><br>Editing/constructing design. Peer & Teacher review of full draft/rough cut. Re draft where necessary. Final editing of design.<br><b>Submission of media production.</b> |
| <b>Year 11 GCSE</b> | Revision of Yr 1 intro to Yr 2 work. <b>Component 1 Section B</b> Video Games Pokemon Go Industry & audience. <b>Component 2 Section B Music Video &amp; Online Media</b> Analysis & context of contemp video Katy Perry- audience response.  | <b>Component 2 Section B</b> Analysis of contemp Vid 2 Bruno Mars, ML & Rep ethnicity. Comparison of older music vid Michael Jackson with contemp video. Analysis of online social media for Katy & Bruno. <b>Mock exam focus Component 2 Sitcom &amp; MusicVideo.</b>                              | <b>Component 1 Section B Radio Industry &amp; audience The Archers</b> Sense of evolving media product<br>Global audience responses, fandom.<br><b>Component 1 Section A Newspapers</b> intro & overview. Analysis of The Guardian ML & rep age & ethnicity).  | <b>Component 1 Section B</b> Analysis of The Sun ML & rep issues, comparative analysis with other products.<br><b>Component 1 Section B Industry,</b> ownership, context, political leaning. Audience response & target audience<br><b>Exam focus comparison of set &amp; Unseen.</b>                            | Revision/exam practice  |   |