

Curriculum Map 2023-24 - IM

Subject: Media

Year Group: 10

Time Period	Autumn Term	Spring Term	Summer Term
Content	<p>Component 1 Section A <i>Students will be studying:</i> Advertising Campaigns: Quality Street (1956) and This Girl Can (2010) Magazines: Vogue and GQ</p> <p>Half Term Film Marketing: The Man With The Golden Gun and No Time to Die Newspapers: The Guardian and The Sun</p>	<p>Component 1 Section B <i>Students will be studying:</i> Radio: The Archers Video Games: Fortnite Websites: The Sun Film Industry: No Time To Die</p> <p>Component 2 Section A (part 1) <i>Students will be studying:</i> Crime Drama: Luther (Series 1 Ep. 1) and The Sweeney (Series 1 Ep. 1)</p> <p><i>(NB This term accounts for additional time which may be needed to consolidate Component 1 Sections A and B if needed)</i></p>	<p>Component 2 Section A (part 2) <i>Students will be studying:</i> Crime Drama: Luther (Series 1 Ep. 1) and The Sweeney (Series 1 Ep. 1)</p> <p>Component 2 Section B <i>Students will be studying:</i> Music Videos Artistic, Technical and Persona focus: Taylor Swift, Stormzy Historical Focus: TLC (<i>Waterfalls</i> 1995) Websites Taylor Swift and Stormzy</p> <p>Mock Exam (Component 1 only) and revision for prior to exam. Apr 2024-May (<i>One paper only</i>)</p> <p>Component 3 (after Mock exams) NEA Coursework (part 1 to continue over summer and into Yr11) To construct a statement of aims which will outline the student's intentions for the coursework.</p>
Skills	To analyse a range of static (printed) media texts To use media terminology To understanding the ways in which advertising, magazine, film marketing	To analyse a range of moving (film and TV) media texts To use media terminology To understanding the ways in which radio, video game producers,	To analyse a selection of clips from a specific TV genre To use media terminology effectively to describe their construction To understanding the ways in which TV

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	and newspaper media industries use media language through images, typography and layout & design to successfully capture their target audiences.	newspaper website media industries use media language through images (both static and moving), typography and layout & design to successfully capture their target audiences.	producers and music producers use media language through images (both static and moving), typography and layout & design to successfully capture their target audiences.
Key Questions	<p>How can I apply my knowledge of advert standards to the texts presented?</p> <p>How can I demonstrate my knowledge of how to apply media language to deconstruct an advert?</p> <p>How can I make assumptions about how an advert is presented based how it is represented within the module?</p> <p>How can I deconstruct a 'static' (Still) media text in order to demonstrate I can show how media language is used to represent gender/ethnicity/age/social classes?</p>	<p>How can I apply my knowledge of moving image/radio, listening standards to the texts presented?</p> <p>How can I demonstrate my knowledge of how to apply key techniques within the sound, digital (online) and moving image genres?</p> <p>How can I make assumptions about a radio/video game/ is presented based how it is represented within the module?</p> <p>How can I deconstruct a 'static' (Still) and 'moving image' media text in order to demonstrate I can show how media language is used, and to represent gender/ ethnicity/ age and other social classes within the texts?</p>	<p>How can I apply my knowledge of moving image, analysing key filming techniques and industry expectations in the texts presented?</p> <p>How can I make assumptions about a serial TV show is presented, why and how characters are represented within the module?</p> <p>How can I deconstruct a 'moving image' media text in order to demonstrate I can show how media language is used, and to represent gender/ethnicity/age and other social classes within the texts?</p> <p>How can I present a meaningful and successful statement of intentions, demonstrating ability to use key terminology before launching into my coursework module (Comp 3)</p>
Assessment week and content	<p>Component 1-A Essays</p> <p>Advertising – 1 marked essay</p> <p>Magazines – 1 marked essay</p> <p>Film Marketing –1 marked essay</p> <p>Newspapers – 1 marked essay</p>	<p>Component 1-B Essays</p> <p>Radio– 1 marked essay</p> <p>Video Games – 1 marked essay</p> <p>News Websites –1 marked essay</p> <p>Film Industry – 1 marked essay</p>	<p>Mock Exam (Apr-May 2024) Dedicated Improvement and Reflection Time (DIRT).</p> <p>Additional time to be allocated (four-five weeks) on starting Coursework.</p>

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