

Curriculum Map: Media Year 12

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Declarative knowledge 'I Know'	I know the media language techniques (print) that adverts and newspapers use to construct representations and the importance of context to media products	I know the media language techniques (moving image) specific to music videos I know about the organisations which publish newspapers and the audiences who read them	I know what is meant by public service broadcasting and I know how programmes aired by the BBC fulfil its remit I know how the film industry is structured and how this affects products	I know how the video games industry is structured and how this affects products I know the codes and conventions of the form I have chosen to work in for my NEA	I know what I need to do to achieve success with a product in the two forms I have chosen for my NEA	I know the hardware and software tools that will allow me to achieve my goals
Skills Procedural Knowledge 'I know how to'	I know how to apply media language techniques and key theories in an appropriate way in order to explain representations constructed	I know how to apply my knowledge of the newspaper industry to set and unseen products	I know how to assess a text as suitable for public service broadcasting I know how to apply key concepts and theories to a range of set products	I know how to apply my knowledge of the video games industry to set products I know how to express my aims and intentions for a piece of practical work	I know how to take footage and photographs suitable for the products I am creating	I know how to use editing software to achieve appropriate effects
Strategies Conditional Knowledge 'I know when to'	I know when to apply media theories and concepts to deepen my analysis	I know when to challenge representations and the ways in which audiences are manipulated	I know when to apply my wider knowledge of media industries (gained from my wider reading) in suitable ways	I know when to apply typical codes and conventions to my own designs and when to add an unusual take on something	I know when to intercede to achieve the result I am looking for as opposed to allowing my actors and participants creative freedom	I know when to take advice from others to help me perfect my work
Key Questions	How do adverts reflect the social and cultural context in which they are made? How do newspapers impact major societal issues?	How do music videos achieve meaning? How does the newspaper industry operate?	How does the BBC justify the licence fee? How does the film industry operate?	How does the video games industry operate? How do media products use codes and conventions to achieve success?	How do I use my creativity to achieve my ultimate goals?	How can I use my creative and technical skills to construct a successful campaign?
Assessment topics	Adverts (print and audio visual), newspapers	Music videos, newspaper industry	Radio, film industry	Video games industry, NEA statement of aims	A Level NEA	A Level NEA
Cross curricular links/Character Education	Awareness of the fact that representations over time reflect societal attitudes	Awareness of the impact of newspapers on society, particularly political contexts	Awareness of the importance of a national broadcaster that represents the diversity of the nation	Awareness of the importance of regulation and the controversies surrounding it	Application of drama, photography, design and ICT skills	Application of photography, design and ICT skills

Curriculum Map: Media Year 13

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Declarative knowledge 'I Know'	I know the magazine set products in detail and in relation to the entire theoretical framework I know the theorists relevant to each area of the magazine set products	I know the online set products in detail and in relation to the entire theoretical framework I know the theorists relevant to each area of the online set products	I know the television set products in detail and in relation to the entire theoretical framework I know the theorists relevant to each area of the television set products	I know the content I will be required to apply in each area of the exams	I know the format of the A Level exam and the requirements of each type of question	
Skills Procedural Knowledge 'I know how to'	I know how to apply knowledge of key theories and concepts to the magazine products	I know how to apply knowledge of key theories and concepts to the online products	I know how to apply knowledge of key theories and concepts to the television products	I know how to organise myself in exam situations to be able to achieve optimum results	I know how to apply the most appropriate knowledge to each task	
Strategies Conditional Knowledge 'I know when to'	I know when to challenge key theories and concepts in relation to the magazine set products	I know when to challenge key theories and concepts in relation to the online set products	I know when to challenge key theories and concepts in relation to the television set products	I know when to apply different levels of analysis in order to achieve the best results	I know when to apply each of the skills required by the assessment objectives	
Key Questions	How do the set magazine products make use of media language to construct representations in order to target audiences and how does the magazine industry operate?	How do the set online products make use of media language to construct representations in order to target audiences and how does the online industry operate?	How do the set television products make use of media language to construct representations in order to target audiences and how does the television industry operate?	How do I apply what I know about all areas of the course in order to impress in an exam?	How do I apply what I know about all areas of the course in order to impress in an exam?	
Assessment topics	Magazine industry (two areas of the theoretical framework)	Online industry (two areas of the theoretical framework)	Television industry (two areas of the theoretical framework)	Regular practice questions from all areas of the course	A Level Papers 1 and 2	
Cross curricular links/Character Education	Awareness of the fact that media products reflect what is happening in society and shape what happens in society	Awareness of the influence of online media, especially on younger audiences	Awareness of the global nature of the media industry and how this affects society	Building resilience and the skills to cope under pressure	Time management and stress management skills needed to perform at the optimum level	

