

## Shoreham Academy Media department: 4 year curriculum map

	<b>Autumn term 1</b>	<b>Autumn term 2</b>	<b>Spring term 1</b>	<b>Spring term 2</b>	<b>Summer term 1</b>	<b>Summer term 2</b>
Year 10	<p><b>Areas Taught</b> Introduction To Media 1A Magazines</p> <p><b>Set Products Taught</b> GQ Magazine Pride Magazine</p> <p><b>Contexts</b> As a new Options subject, students are introduced to key concepts of genre, representation and visual analysis, which are then applied to study of first set products (magazines).</p> <p><b>Skills</b> Understanding key concepts of Media Studies, learning first theory, introduction to answering exam-style questions (Component 1). PRACTICAL: Shot Types still image exercise (movable)</p> <p><b>Links To/Progression</b> Provides fundamental concepts and terminology plus basic theory which forms the basis of the GCSE course.</p>	<p><b>Areas Taught</b> 1A Newspapers 2A TV Sit-Com</p> <p><b>Set Products Taught</b> The Sun/Guardian newspapers The I.T. Crowd Ep.4.2</p> <p><b>Contexts</b> With newspapers and sit-coms, students are given an understanding of the social and historical contexts and technology of the newspaper/TV industries, plus growing awareness of audiences.</p> <p><b>Skills</b> Developing a broader sense and understanding of media history, industry and audiences, and exploring how they could be applied to exam-style questions.</p> <p><b>Links To/Progression</b> Applying and building on the core ideas and skills covered in the first half-term, broadening the concept of The Press from the first half-term.</p>	<p><b>Areas Taught</b> 2A TV Sit-Com Intro to Photoshop</p> <p><b>Set Products Taught</b> The IT Crowd (continued) Friends Ep.1.1</p> <p><b>Contexts</b> Comparing British and American television and exploring evolution of media industry and representation.</p> <p><b>Skills</b> Continuing to develop a broader sense and understanding of media history, industry and audiences, and exploring how they could be applied to specific Component 2 exam-style questions. PRACTICAL: basic Photoshop/green-screen production (still image)</p> <p><b>Links To/Progression</b> Comparison sit-com develops social/historical understanding through representation and industry. Practical exercise puts learning into practice and sets up practical skills for the</p>	<p><b>Areas Taught</b> 1A Film Marketing 1A Advertising – Print</p> <p><b>Set Products Taught</b> James Bond SPECTRE and The Man With... Golden Gun This Girl Can/Quality Street</p> <p><b>Contexts</b> This half-term introduces the concepts of targeting audiences through marketing campaigns via old/new technology, incorporating analytical skills and knowledge developed so far.</p> <p><b>Skills</b> Research and analysis of specific products, developing an understanding of cross-media links.</p> <p><b>Links To/Progression</b> Utilizes research and analysis skills developed so far on the course, application of theory covered so far plus introduction of new theorists.</p>	<p><b>Areas Taught</b> 2B Music Video 2B Music Websites</p> <p><b>Set Products Taught</b> Bad Blood – Taylor Swift Freedom – Pharrell (videos + websites)</p> <p><b>Contexts</b> Linking back to the ideas of new technology and cross-platform marketing explored previously (newspapers, film marketing etc) via current music marketing methods.</p> <p><b>Skills</b> Moving image analysis for Component 2 exam, hands-on analysis of music video and website products.</p> <p><b>Links To/Progression</b> Uses and develops moving image analysis skills from earlier TV sit-com for Component 2.</p>	<p><b>Areas Taught</b> 2B Music Video (cont). Intro to Premiere Pro</p> <p><b>Set Products Taught</b> Rio – Duran Duran (video)</p> <p><b>Contexts</b> The work on recent music video/websites is put into industry/ historical context by exploring the development of music TV/video and issues of representation.</p> <p><b>Skills</b> Moving image analysis for Component 2 exam. PRACTICAL: introduction to video editing on Premiere Pro</p> <p><b>Links To/Progression</b> Historical music video and industry origins puts last half-terms recent videos into broader context. Practical exercise puts learning into practice and sets up practical skills for the Component 3 NEA Production Coursework (Autumn Term Year 2)</p>

			Component 3 NEA Production Coursework (Autumn Term Year 2)			
	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	
<b>Year 11</b>	<p><b>Areas Taught</b> 3 NEA Production Coursework</p> <p><b>Set Products Taught</b> (Not for Component 3)</p> <p><b>Contexts</b> Students are allocated 12 weeks for the Component 3 Individual Production Coursework unit from a choice of four briefs set by the exam board, to be completed this term.</p> <p><b>Skills</b> Research and Planning, writing a 250-words Statement Of Aims, starting practical production.</p> <p><b>Links To/Progression</b> Individual application of research, theory, analysis and practical production skills developed during the first year of the GCSE course for their own creative product.</p>	<p><b>Areas Taught</b> 3 NEA Production Coursework Preparation for Mock Exam 1 (Component 1)</p> <p><b>Set Products Taught</b> (Not for Component 3) Revision of Component 1 set products</p> <p><b>Contexts</b> Students complete their Component 3 NEA Production coursework, whilst also spending time revising the Component 1 set products and theory taught on the course so far for Mock Exam preparation.</p> <p><b>Skills</b> Revising and practising required elements in order to sit Mock Exam 1 (Component 1) successfully. Using practical skills to complete NEA Coursework unit.</p> <p><b>Links To/Progression</b> Consolidating knowledge and exam technique as a major stepping stone to Summer GCSE exams. Completing NEA Coursework unit in order to be able to proceed to Summer exams.</p>	<p><b>Areas Taught</b> 1B Video Games 1B Radio</p> <p><b>Set Products Taught</b> Fortnite The Archers</p> <p><b>Contexts</b> Students apply knowledge and understanding of the four key areas (Language, Representation, Industry and Audience) covered so far to two news et products.</p> <p><b>Skills</b> Applying key areas and theory to new set products, practising short-answer and long-answer questions in preparation for final revision run.</p> <p><b>Links To/Progression</b> Consolidates the key areas of Language, Representation, Industry and Audience and relevant theory developed throughout the course plus exam technique for two new/final media forms.</p>	<p><b>Areas Taught</b> Preparation for Mock Exam 2 (Component 2)</p> <p><b>Set Products Taught</b> Revision of Component 2 products</p> <p><b>Contexts</b> Preparation for Mock Exam 2 plus forthcoming Summer GCSE Exam</p> <p><b>Skills</b> Long-answer and short-answer exam techniques and practise, revision techniques.</p> <p><b>Links To/Progression</b> Review and revision of set products and theory covered during the course in preparation for Mock Exam 2 (this half-term) and forthcoming Summer GCSE exam.</p>	<p><b>Areas Taught</b> Preparation for Summer GCSE Exams (Components 1 and 2)</p> <p><b>Set Products Taught</b> Revision of Component 1 (plus Component 2) products</p> <p><b>Contexts</b> Preparation for Summer GCSE exam.</p> <p><b>Skills</b> Long-answer and short-answer exam techniques and practise, revision techniques.</p> <p><b>Links To/Progression</b> Review and revision of set products and theory covered during the course in preparation for Summer GCSE exam. Enables seamless progression to our A-Level Media Studies course.</p>	

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
<b>Year 12</b>	<p><b>Areas Taught</b> 1A/1B Advertising 1A Music Video 1A/1B Newspapers 1B Film Marketing</p> <p><b>Set Products Taught</b> Tide advert Dizzee Rascal Daily Mirror Black Panther</p> <p><b>Contexts</b> Introduction of key concepts (Language, Representation, Industry and Audience) plus first theorists and historical contexts, particularly for students who are new to the subject in Sixth form.</p> <p><b>Skills</b> Understanding key concepts of Media Studies, learning first theory, introduction to answering exam-style questions (Component 1).</p> <p><b>Links To/Progression</b> Establishes the basics of media history, theory and analysis that will inform the rest of the A-level course, with exam-style practise from the outset.</p>	<p><b>Areas Taught</b> 1B Videogames 2A Television 2B Magazines</p> <p><b>Set Products Taught</b> Assassin's Creed Humans Vogue</p> <p><b>Contexts</b> Students deepen their awareness and understanding of social and historical contexts of media and its technology through study of further set products.</p> <p><b>Skills</b> Application and development of core skills, knowledge and understanding acquired in the first half-term to new media forms and set products with further development of exam technique/practise.</p> <p><b>Links To/Progression</b> Component 2 set products (television and magazines) will be used for comparison with non-mainstream products in those forms in Year 2 of the course.</p>	<p><b>Areas Taught</b> 3 NEA Coursework Production (Yr12)</p> <p><b>Set Products Taught</b> (Not for Component 3)</p> <p><b>Contexts</b> At Shoreham Academy, we run the AS-Level Component 3 NEA Individual Production Coursework unit here as a 'dry run', in order to teach our students the practical skills required and for them to experience the full exam experience.</p> <p><b>Skills</b> Time management, organisation, Planning and Research skills. PRACTICAL: introduction to Photoshop/Premiere Pro through application to own individual production as required</p> <p><b>Links To/Progression</b> Gives students the experience, skills and confidence to approach the full NEA Component 3 A-Level unit in the Autumn Term of Year 2.</p>	<p><b>Areas Taught</b> 3 NEA Coursework Production (Yr12) 1B Radio 2C Online Media</p> <p><b>Set Products Taught</b> BBC Woman's Hour PointlessBlog Gal-dem</p> <p><b>Contexts</b> Completion of 'dry run' NEA production Coursework. This half-term also starts to explore old and new media forms, introduces further theory and explores cross-platform delivery further.</p> <p><b>Skills</b> Completion of Production Coursework to deadline. Research and analysis of specific products, developing an understanding of cross-media links.</p> <p><b>Links To/Progression</b> Utilizes research and analysis skills developed so far on the course, application of theory covered so far plus introduction of new theorists.</p>	<p><b>Areas Taught</b> 1B Radio (cont) 2C Online Media (cont) Revision for End-Of-Year 12 Assessment</p> <p><b>Set Products Taught</b> BBC Woman's Hour PointlessBlog Gal-dem Revision of selected Component 1 &amp; 2 products</p> <p><b>Contexts</b> Completion of learning for set products started at the end of previous half-term. Review and revision of set products plus theorists covered during Year 1 in preparation for End-Of-Year 12 Assessment.</p> <p><b>Skills</b> Applying knowledge and understanding of four key areas (Language / Representation / Industry and Audience) to latest set products. Developing exam technique for long-answer and short-answer questions.</p> <p><b>Links To/Progression</b> Preparation for End-Of-Year 12 Assessment in order for students to</p>	<p><b>Areas Taught</b> Revision for End-Of-Year 12 Assessment 2A Television 2B Magazines</p> <p><b>Set Products Taught</b> The Returned Ep.1.1 Vogue</p> <p><b>Contexts</b> Preparation for End-Of-Year 12 Assessment. Completion of study of Vogue magazine. Starting new comparison set product for 2A television (to complete at start of Year 2).</p> <p><b>Skills</b> Applying and demonstrating knowledge and understanding of Year 1 in practical exam situation.</p> <p><b>Links To/Progression</b> To enable students to progress to Year 2 of the course.</p>

					progress onto the second year of the course.	
	<b>Autumn term 1</b>	<b>Autumn term 2</b>	<b>Spring term 1</b>	<b>Spring term 2</b>	<b>Summer term 1</b>	
<b>Year 13</b>	<p><b>Areas Taught</b> 3 NEA Production Coursework 2A Television</p> <p><b>Set Products Taught</b> The Returned Ep.1.1 (cont)</p> <p><b>Contexts</b> Completion of The returned started at end of previous half-term. Introduction of new Year 2 theorists. Planning and Preparation of Component 3 NEA Individual Production coursework.</p> <p><b>Skills</b> Research and Planning, writing a 500-words Statement Of Aims, starting practical production.</p> <p><b>Links To/Progression</b> Builds on experience of 'dry-run' AS -Level NEA completed in Year 1 of course (non-examined), in terms of the work and the practical skills developed.</p>	<p><b>Areas Taught</b> 3 NEA Production Coursework Revision for Mock Exam</p> <p><b>Set Products Taught</b> Preparation for Mock Exam 1 (Component 1 set products covered in Year 1)</p> <p><b>Contexts</b> Students continue their Component 3 NEA Production coursework, whilst also spending time revising the Component 1 set products and theory taught on the course so far for Mock Exam preparation</p> <p><b>Skills</b> Revising and practising required elements in order to sit Mock Exam 1 (Component 1) successfully. Using practical skills to complete NEA Coursework unit.</p> <p><b>Links To/Progression</b> Consolidating knowledge and exam technique as a major stepping stone to Summer GCSE exams. proceed to Summer exams.</p>	<p><b>Areas Taught</b> 3 NEA Production Coursework</p> <p><b>Set Products Taught</b> (Not for Component 3)</p> <p><b>Contexts</b> In this half-term, students complete their Component 3 NEA products, review their Statement of Aims and submit completed coursework.</p> <p><b>Skills</b> Using practical skills to complete NEA Coursework unit.</p> <p><b>Links To/Progression</b> Completing NEA Coursework unit in order to be able to proceed to Summer exams.</p>	<p><b>Areas Taught</b> 1B Film Marketing 2B Magazines Preparation for Summer A-Level Exam</p> <p><b>Set Products Taught</b> I, Daniel Blake The Big Issue Revision of all Component 1 and 2 products</p> <p><b>Contexts</b> Revisiting one of the media forms studied in Year 1 – magazines – for comparison (non-mainstream / independent) set product. Placing final set product (Film Marketing) in context of the key study areas of industry/audience and theory.</p> <p><b>Skills</b> Utilizes research and analysis skills developed so far on the course with application of theory covered.</p> <p><b>Links To/Progression</b> Comparison to mainstream set product (magazines) taught in Year 1. Review of key concepts and theory in preparation for final revision run.</p>	<p><b>Areas Taught</b> Preparation for Summer GCSE Exams (Components 1 and 2)</p> <p><b>Set Products Taught</b> Revision of Component 1 and Component 2 products</p> <p><b>Contexts</b> Preparation for Summer A-Level exam.</p> <p><b>Skills</b> Long-answer and short-answer exam techniques and practise, revision techniques.</p> <p><b>Links To/Progression</b> Review and revision of set products and theory covered during the course in preparation for Summer GCSE exam. Enables seamless progression to a variety of Media/Production courses at University level.</p>	