

Shoreham Academy Media department: 4 year curriculum map

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
Year 10	<p>Areas Taught Introduction To Media 1A Magazines</p> <p>Set Products Taught GQ Magazine Pride Magazine</p> <p>Contexts 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>Skills 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>Links To/Progression Provides fundamental concepts and terminology plus basic theory which forms the basis of the GCSE course.</p>	<p>Areas Taught 1A Newspapers 2A TV Sit-Com</p> <p>Set Products Taught The Sun/Guardian newspapers Man Like Mobeen Ep.1:2</p> <p>Contexts 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>Skills 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>Links To/Progression 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>Areas Taught 2A TV Sit-Com Intro to Photoshop</p> <p>Set Products Taught Man Like Mobeen (continued) Friends Ep.1.1</p> <p>Contexts Comparing British and American television and exploring evolution of media industry and representation.</p> <p>Skills 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>Links To/Progression Comparison sit-com develops social/historical understanding through representation and industry. Practical exercise puts learning into practice and sets up practical skills for the Component 3 NEA Production Coursework (Autumn Term Year 2)</p>	<p>Areas Taught 1A Film Marketing 1A Advertising – Print</p> <p>Set Products Taught James Bond No Time To Die and The Man With... Golden Gun This Girl Can/Quality Street</p> <p>Contexts 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>Skills Research and analysis of specific products, developing an understanding of cross-media links.</p> <p>Links To/Progression Utilizes research and analysis skills developed so far on the course, application of theory covered so far, plus introduction of new theorists.</p>	<p>Areas Taught 2B Music Video 2B Music Websites</p> <p>Set Products Taught Bad Blood – Taylor Swift Intentions – Justin Bieber (videos + websites)</p> <p>Contexts 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>Skills Moving image analysis for Component 2 exam, hands-on analysis of music video and website products.</p> <p>Links To/Progression Uses and develops moving image analysis skills from earlier TV sit-com for Component 2.</p>	<p>Areas Taught 2B Music Video (continued). Intro to Premiere Pro</p> <p>Set Products Taught Rio – Duran Duran (video)</p> <p>Contexts 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>Skills Moving image analysis for Component 2 exam. PRACTICAL: introduction to video editing on Premiere Pro</p> <p>Links To/Progression Historical music video and industry origins puts last half-term's 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>

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1
Year 11	<p>Areas Taught 3 NEA Production Coursework</p> <p>Set Products Taught (Not for Component 3)</p> <p>Contexts 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>Skills Research and Planning, writing a 250-words Statement Of Aims, starting practical production.</p> <p>Links To/Progression 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>Areas Taught 3 NEA Production Coursework Preparation for Mock Exam 1 (Component 1)</p> <p>Set Products Taught (Not for Component 3) Revision of Component 1 set products</p> <p>Contexts 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>Skills 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>Links To/Progression 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>Areas Taught 1B Video Games 1B Radio</p> <p>Set Products Taught Fortnite The Archers</p> <p>Contexts 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>Skills Applying key areas and theory to new set products, practising short-answer and long-answer questions in preparation for final revision run.</p> <p>Links To/Progression 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>Areas Taught Preparation for Mock Exam 2 (Component 2)</p> <p>Set Products Taught Revision of Component 2 products</p> <p>Contexts Preparation for Mock Exam 2 plus forthcoming Summer GCSE Exam</p> <p>Skills Long-answer and short-answer exam techniques and practise, revision techniques.</p> <p>Links To/Progression 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>Areas Taught Preparation for Summer GCSE Exams (Components 1 and 2)</p> <p>Set Products Taught Revision of Component 1 (plus Component 2) products</p> <p>Contexts Preparation for Summer GCSE exam.</p> <p>Skills Long-answer and short-answer exam techniques and practise, revision techniques.</p> <p>Links To/Progression 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
Year 12	<p>Areas Taught 1A/1B Advertising 1A/1B Newspapers 1B Film Marketing</p> <p>Set Products Taught Tide advert SuperHuman advert Daily Mirror Black Panther</p> <p>Contexts 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>Skills Understanding key concepts of Media Studies, learning first theory, introduction to answering exam-style questions (Component 1).</p> <p>Links To/Progression 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>Areas Taught 1A/1B Advertising 1A Music Video 1B Videogames 2A Television</p> <p>Set Products Taught SuperHuman advert (cont.) Janelle Monae MV Assassin's Creed Black Mirror</p> <p>Contexts Students deepen their awareness and understanding of social and historical contexts of media and its technology through study of further set products.</p> <p>Skills 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>Links To/Progression 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>Areas Taught 1A Music Video 3 NEA Coursework Production (Yr12)</p> <p>Set Products Taught Janelle Monae MV (cont.) (Not for Component 3)</p> <p>Contexts 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>Skills Time management, organisation, Planning and Research skills. PRACTICAL: introduction to Photoshop/Premiere Pro through application to own individual production as required</p> <p>Links To/Progression 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>Areas Taught 3 NEA Coursework Production (Yr12) 2B Magazines 2C Online Media</p> <p>Set Products Taught Vogue PointlessBlog/Gal-dem</p> <p>Contexts 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>Skills Completion of Production Coursework to deadline. Research and analysis of specific products, developing an understanding of cross-media links.</p> <p>Links To/Progression Utilizes research and analysis skills developed so far on the course, application of theory covered so far plus introduction of new theorists.</p>	<p>Areas Taught 1B Radio 2B Magazines 2C Online Media (cont) Revision for End-Of-Year 12 Assessment</p> <p>Set Products Taught BBC Have You Heard George's Podcast? (cont.) Vogue (cont) PointlessBlog/Gal-dem (cont.) Revision of selected Component 1 & 2 products</p> <p>Contexts 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>Skills Applying knowledge and understanding of four key areas(Language/Representation / Industry and Audience) to set products. Developing exam technique for long- answer and short-answer questions.</p> <p>Links To/Progression Preparation for End-Of- Year 12 Assessment for progression onto second year of course.</p>	<p>Areas Taught Revision for End-Of-Year 12 Assessment 1A Advertising 1B Radio 2A Television</p> <p>Set Products Taught Kiss of The Vampire The Returned Ep.1.1</p> <p>Contexts Preparation for End-Of-Year 12 Assessment. Starting new comparison set product for 2A television (to complete at start of Year 2).</p> <p>Skills Applying and demonstrating knowledge and understanding of Year 1 in practical exam situation.</p> <p>Links To/Progression To enable students to progress to Year 2 of the course.</p>

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1
Year 13	<p>Areas Taught 3 NEA Production Coursework 2A Television</p> <p>Set Products Taught The Returned Ep.1.1 (cont)</p> <p>Contexts 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>Skills Research and Planning, writing a 500-words Statement Of Aims, starting practical production.</p> <p>Links To/Progression 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>Areas Taught 3 NEA Production Coursework Revision for Mock Exam</p> <p>Set Products Taught Preparation for Mock Exam 1 (Component 1 set products covered in Year 1)</p> <p>Contexts 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>Skills 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>Links To/Progression Consolidating knowledge and exam technique as a major stepping stone to Summer GCSE exams. proceed to Summer exams.</p>	<p>Areas Taught 3 NEA Production Coursework</p> <p>Set Products Taught (Not for Component 3)</p> <p>Contexts In this half-term, students complete their Component 3 NEA products, review their Statement of Aims and submit completed coursework.</p> <p>Skills Using practical skills to complete NEA Coursework unit.</p> <p>Links To/Progression Completing NEA Coursework unit in order to be able to proceed to Summer exams.</p>	<p>Areas Taught IA Music Video 1B Film Marketing 2B Magazines Preparation for Summer A-Level Exam</p> <p>Set Products Taught Vance Joy MV I, Daniel Blake The Big Issue Revision of all Component 1 and 2 products</p> <p>Contexts 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>Skills Utilizes research and analysis skills developed so far on the course with application of theory covered.</p> <p>Links To/Progression Comparison to mainstream set product (magazines) taught in Year 1. Review of key concepts and theory in preparation for final revision run.</p>	<p>Areas Taught Preparation for Summer GCSE Exams (Components 1 and 2)</p> <p>Set Products Taught Revision of Component 1 and Component 2 products</p> <p>Contexts Preparation for Summer A-Level exam.</p> <p>Skills Long-answer and short-answer exam techniques and practise, revision techniques.</p> <p>Links To/Progression 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>