

Curriculum Map: Media Year 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Declarative knowledge 'I Know'	I know some of the media language techniques that adverts and film posters use to represent characters in ways that engage audiences	I know the media language techniques specific to magazine covers	I know what is meant by public service broadcasting and why this is important for society	I know how video games are designed and marketed to appeal to audiences	I know the key codes and conventions of a particular media form (chosen from four NEA briefs)	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 use media-specific terminology accurately in order to explain the representations constructed	I know how to use a range of Photoshop tools to create my own print products	I know how to identify audiences based on a media product and to explain why the product would appeal to them	I know how to explain the success of promotional products in appealing to niche audiences	I know how to apply my knowledge of existing products to inform my own designs	I know how to take appropriate photographs or footage and use Photoshop or Premier Pro to produce a product that fulfils a brief
Strategies Conditional Knowledge 'I know when to'	I know when to apply my knowledge of the contexts in which adverts and film posters were produced to deepen my analysis of the products	I know when to use different software tools to achieve different effects	I know how to evaluate a product and its ability to fulfil its key purposes	I know when to criticise the ways in which products are marketed, especially when aimed at children	I know when to use my creativity to design something unique as well as applying my knowledge of codes and conventions to design something typical	I know when to take advice from others to help me perfect my work
Key Questions	How do adverts and film posters reflect the social and cultural context in which they are made?	How can I use Photoshop to create my own products which look convincing?	How does The Archers reflect the core values of the BBC as the national public service broadcaster?	How was Fortnite designed and marketed to achieve success?	What can I learn from existing texts that will inform my own production work?	How can I use my creative and technical skills to construct a successful product?
Assessment topics	Representations and media language in GCSE set products	NEA practice task (magazine front cover)	Practice exam-style answer on radio	Practice exam-style answer on video games	GCSE NEA	GCSE NEA
Cross curricular links/Character Education	Awareness of the fact that representations change over time to reflect societal attitudes	Use of photography and ICT skills to create products	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 photography, design and ICT skills	Application of photography, design and ICT skills

Curriculum Map: Media Year 11

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Declarative knowledge 'I Know'	I know the media language techniques that newspapers use to represent current affairs issues to their audiences	I know how contemporary media industries operate, including independent organisations and conglomerates	I know how audio-visual techniques are used to present artists to their audiences	I know how television representations reflect the time in which they are made	I know the format of the GCSE exam and the requirements of each type of question	
Skills Procedural Knowledge 'I know how to'	I know how to analyse the ways in which important issues are represented, especially the ways in which audiences may be influenced politically	I know how to identify the potential audiences for media products and how they are categorised by the media	I know how to identify methods used to appeal to audiences	I know how to explain the meanings created by television programmes	I know how to apply the most appropriate knowledge to each task	
Strategies Conditional Knowledge 'I know when to'	I know when to criticise representations which have been constructed with a biased agenda in mind	I know when to look at the ownership of media products and that this may effect their output	I know how to discuss representations in a range of media forms, including digital media	I know when to apply my understanding of social and cultural context to make sense of a media product	I know when to apply each of the skills required by the assessment objectives	
Key Questions	How do newspapers influence audiences with regard to serious issues?	How do media organisations operate?	How do music artists use social media to connect with their fans?	How does Luther represent the society in which it is made as opposed to The Sweeney in the 1980s?	What knowledge and skills must I apply to each section of the exam in order to best represent myself?	
Assessment topics	Representations and media language in GCSE set products	GCSE Paper 1 PPE	Practice exam-style answer on music	Practice exam-style answer on television	GCSE Papers 1 and 2	
Cross curricular links/Character Education	Awareness of the fact that contemporary media products shape attitudes	Business knowledge of media industries and psychology of audience profiling	Awareness of the role of digital media (including social media) in connecting with audiences	Awareness of the importance of social and cultural context, for example views about diversity	Time management and stress management skills needed to perform at the optimum level	