

Media Studies Curriculum Journey

Key Stage 4 - GCSE



Year 10

Autumn	<p>AUT 1: Advertising and Magazines. Learn the basics of media textual analysis, using contemporary and familiar products.</p> <p>AUT 2: Advertising and Film Industry. Develop textual analysis skills further, begin to understand how media industries work.</p>
Spring	<p>SPR 1: Newspapers and Radio. Develop textual analysis skills and develop understanding of media industries - building upon skills and understanding from Autumn units.</p> <p>SPR 2: Video Games and general revision. Further strengthen understanding of media industries, and begin to revisit previous topics through interleaving and linked study areas.</p>
Summer	<p>SUM 1: General Revision and introduction to NEA (coursework). Revisiting previous topics through interleaving and linked study areas. Development of practical skills related to NEA tasks (magazine covers, DVD covers, film posters etc) and research for own production. NEA requires synoptic knowledge, so will draw upon learning from throughout year 10 so far.</p> <p>SUM 2: Development of NEA (coursework). Completion of research, statement of aims and 'mock up' designs. Some students may begin the final production if appropriate. Final revision for summer mock exam.</p>

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Year 11

Autumn	<p>AUT 1: TV industry - Develop textual analysis skills to understand genre conventions, character representations etc. Comparison between contemporary and historical product. Will draw upon all of the analysis skills learnt during year 10. Completion of NEA (coursework) final production</p> <p>AUT 2: TV industry - Strengthen understanding of media industries. Comparison between contemporary and historical product in terms of production models and contexts. Revision (targeting identified 'gaps') for mock exams.</p>
Spring	<p>SPR 1 & 2: Music industry - Develop textual analysis skills to understand music video conventions and how artists represent themselves (including through social media platforms). Comparison between contemporary and historical artists. Will draw upon all of the analysis skills learnt during year 10 and AUT of year 11.</p> <p>Final opportunity to complete NEA (coursework) pieces.</p>
Summer	<p>SUM 1: Final revision in preparation for exams, through interleaving and linked study areas.</p>

Media Studies Curriculum Journey

Key Stage 5 - A level



Year 12

Autumn	AUT 1: Brief induction period to introduce the basics of media analysis. Historic advertising (print adverts) and modern TV adverts. AUT 2: Newspapers and magazines (historic and modern) - how industries work and target specific audiences
Spring	SPR1: Video games industry. SPR2: Music videos - mainstream and niche audiences
Summer	SUM 1: Introduction to NEA - media production skills and application of learning to create 3 linked media products. Music video, magazine pages, film promotion materials etc. Film Industry (Mainstream and independent) - how both industries work, and their appeal to differing audiences. SUM 2: Completion of NEA production - making final coursework pieces in line with the given brief.

Media Studies Curriculum Journey

Key Stage 5 - A level



Year 13

Autumn	AUT 1: Television industry (UK-based and worldwide) AUT 2: Radio industry in the UK
Spring	SPR 1: Online media #1. Online personas, audience engagement, the 'online' industry. SPR 2: Online media #2. Online personas, audience engagement, the 'online' industry.
Summer	SUM 1: Interleaving revision as required