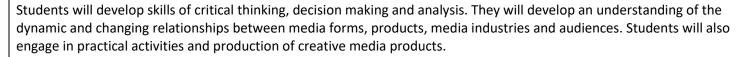
Year 10 Subject: Media Studies

Curriculum Intent:

Using the curriculum, we intend to build creative, aspirational, and motivated learners who adapt to the everchanging technological world of media. We aim to aspire students to think critically and build awareness of the world around them using media platforms and theories. We value the importance of different representations in media and how it can affect the audience.

Students will study the media in an academic context and apply the knowledge and understanding gained to the process of creating their own media productions. Students will widen their analysis of global and historical media. Students will develop critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media.





		r m 1 Framework/ TV Genre	Term 2 Film/Film distribution and marketing and Exam Revision		Term 3 Coursework – Exam (Given by the examboard)	
Topic Titles (in order of delivery)	 Media Framework Television Drama – Cuffs 	 Television Drama The Avengers 	Film Industry using The Lego Movie	 Exam Revision Music Magazines 	1. NEA	1. NEA
Key knowledge / Retrieval topics	- Audience - Institution - Representation - Context - Case studies using Cuffs	 Audience Institution Representation Historical and social context Case studies using The Avengers 	- Film Promotion - Film distribution - Film marketing	 Revision of topics covered so far. Introduction to magazine: Mise-en-scene Camera shot - types and angles, Editing Layout Use of text and fonts Colour 	Media Language: Mise-en-scene Camera shot - types and angles, Editing Layout Use of text and fonts Colour Audience: Blumler & Katz theory. Representation: Representation - social groups:	Media Language: Mise-en-scene Camera shot - types and angles, Editing Layout Use of text and fonts Colour Audience: Blumler & Katz theory. Representation: Representation - social groups:

					Age, gender, sexuality, ethnicity, ability, disabilities.	Age, gender, sexuality, ethnicity, ability, disabilities.
Understanding / Sequence of delivery	 Understanding and analysis of plot Understanding and analysis of character Understanding of representation in TV Drama. Understanding of context in TV. 	 Understanding and analysis of plot Understanding and analysis of character Understanding of representation in TV Drama. Understanding of context in TV. 	 Marketing of films Pleasures media provides for an audience How Video games appeal to their audience. Digital Convergence 	 Codes and conventions of magazine Media language and representation (ideology) Comparison with other magazines (music and mainstream) Intro to magazine front cover design (practical prep – including use of photoshop) 	 Intro to NEA brief Audience research Initial ideas for magazine designs Magazine mock ups 	 Intro to NEA brief Audience research Initial ideas for magazine designs Magazine mock ups
Assessment	CAT – Analysis of Cuffs sequence. Focus: How media language creates meaning.	CAT – Analysis of historical context of the Avengers. Focus: Political, social and cultural context has been represented.	CAT – Analysis of film promotion of The Lego movie.	PPE	Research and Planning	Magazines and double page spread