

Department Curriculum Map 2014-15



Department Media Studies

Skills required in Year 11:

- Analysis
- Use of Media Language
- Study of Industry
- Exploring Representation

Year	AUT1	AUT2	SPR1	SPR2	SUM1	SUM2	Secured
11 Skills Covered	Identifying the features of a variety of different Television News Channels. Analysing how the audience interacts with the promotional materials within these genres whilst discussing representation and the news industry. Drawing and annotating original designs using prior knowledge. Constructing a drawn storyboard using professional techniques and a poster design using image manipulation software. Evaluating the strengths and weaknesses of a variety of television news shows.		Identifying the weaknesses of individual. Coursework tasks using teacher feedback and specification descriptors. Using existing texts to improve production and analysis work. Completing the drawing and annotation of original designs using prior knowledge. Continuing to develop drawn storyboards using professional techniques and poster design using image manipulation software. Evaluating the strengths and weaknesses of work and setting individual targets for improvement.		Exploring the four key concepts using an individual scenario. Analysing products using target audiences, studying the media industry, how people are represented and the use of specific media language.		
	Examination Preparation – Television News		Coursework Revisit Unit		Final Exam Preparation Unit		

Theme/ Focus/ Content	Analysing the world of Television news focusing on all aspects of the genre whilst using the four key media concepts.	Assessing the quality of individual coursework pieces and improving their quality using feedback – specification materials.	Producing exam preparation materials using a pre-release material.		
10 Skills Covered	Identifying the features of a variety of different music genres. Analysing how the audience interacts with the promotional materials within these genres. Drawing and annotating original designs using prior knowledge. Constructing a photo storyboard using professional techniques. Evaluating the strengths and weaknesses of a storyboard design.	Identifying the features of a variety of different film genres. Analysing how the audience interacts with the promotional materials within these genres whilst discussing representation and the film industry. Drawing and annotating original designs using prior knowledge. Constructing a photo storyboard using professional techniques and a poster design using image manipulation software. Evaluating the strengths and weaknesses of a film poster design.	Identifying the features of a variety of advertisement examples. Analysing how the audience interacts with the promotional materials within these genres whilst discussing representation and the world of advertising. Drawing and annotating original designs using prior knowledge. Constructing a photo storyboard using professional techniques and a poster design using image manipulation software. Creating a professional TV advert using film and sound equipment. Evaluating the strengths and weaknesses of a film poster design.		
Theme/ Focus/ Content	Music Promotion Analysing and designing music promotional products using photography and computer design software.	Promotion of Film Analysing and designing film promotional products using photography, storyboarding techniques and computer design software.	Advertising and Marketing Analysing and designing advertisement promotional products using photography, storyboarding techniques and computer design software – before creating a filmed advertisement.		
9 Skills Covered	Identifying the features of a variety of different video game genres. Analysing how the audience interacts with these game designs. Drawing and annotating original designs using prior knowledge. Constructing a game design using programming language. Evaluating the strengths and weaknesses of a video game design.	Identifying the features of a variety of different TV show genres. Analysing how the audience interacts with these shows. Drawing and annotating original poster designs using prior knowledge. Creating a storyboard using professional terms. Evaluating the strengths and weaknesses of TV show idea.	Identifying the features of a variety of different app genres. Analysing how the audience interacts with these app designs. Drawing and annotating original designs using prior knowledge. Constructing an app design using an online building software. Evaluating the strengths and weaknesses of an app design.		

Theme/ Focus/ Content	<p>Video Games</p> <p>Analysing, designing and creating a video game using the programming software Scratch.</p>	<p>TV Production</p> <p>Analysing, designing, scripting and storyboarding an original TV show idea.</p>	<p>Apps</p> <p>Analysing, designing and creating an original mobile/tablet application using online design software.</p>				