**The Nottingham Emmanuel School – *Media Studies* Curriculum Map (2022-2023)**

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| Intent statement | In Media Studies we ensure that all students at NES are able to access and experience a curriculum that encourages self-expression, is supportive to those with diverse learning needs, is challenging to all and provides a basis for a lifelong enjoyment and understanding of all areas of the media. |
| Diversity across the curriculum | Our curriculum represents the diversity of our students by incorporating where possible texts from different cultures and lived experiences. This is achieved through the variety of texts and theoretical perspectives that are studied throughout the subject. Additionally, spaced retrievals and wider reading and watching lists are useful in promoting diverse cultural viewpoints. See key examples below. (BTEC \*)LGBTQ+ - Attitude Online, Heartstopper\*African and African American culture – Black Panther, Formation by Beyonce, Essence magazine\*, The Source magazine\*, Vibe magazine\*Other cultures – Les Revenants, K-Pop\*Mental health issues – I, Daniel Blake, International symbol of access (logo work)\*Social inequality – Daily Mirror and The Times, WaterAid advert, The Big Issue, New York Time magazine\*Disability – Super Human Paralympic advert |
|  |  | AUT 1 | AUT 2 | SPR 1 | SPR 2 | SUM 1 | SUM 2 |
| Year 10 | Title and objectives | Component 1 Exploring Media ProductsA1 Investigate media productsB1 Explore how media products are created to provide meaning and engage audiences | Component 1 Exploring Media ProductsB2 Media Production Techniques | Component 1 Exploring Media ProductsB2 Media Production TechniquesComponent 2 Developing Digital Media production Skills | Component 2 Developing Digital Media production Skills | Component 2 Developing Digital Media production Skills | Component 2 Developing Digital Media production Skills |
| Core knowledge | A1 Audience, Purpose, ContextB1 Narrative, Representation, GenreHow the media reach their audiences | B2 Print Production TechniquesHow to plan a media product | B2 Print Production TechniquesA1 Media pre-production processes and practicesHow to make a media product | A1 Media pre-production processes and practicesA2 Media pre-production skills and techniquesHow to plan a media product | B1 Media production and post-production processes and practicesHow to create and edit a media product | B2 Media production skills and techniquesHow to create and edit a media product |
| Skills | Textual analysisPersonal responsePractical experimentationRecording research outcomes | Layout and designTypographicPhotographic techniquesImage editing | B2 Layout and designTypographicPhotographic techniquesImage editingA1 Research, discover and evaluate.Generate ideasPractical experimentationReview ideas | A1 Research, discover and evaluate.Generate ideasPractical experimentationReview ideasA2 Produce, review and refine materialMood boardsDevelop a house styleThumbnail sketchesPage mock-ups | B1 deadline setting Creating files and foldersSaving filesExperiment with techniques | B2 Writing and editing copyTaking photographsImage editingImage manipulation Creating graphics |
| Covid recovery |  |  |  |  |  |  |
| Careers |  | Is graphic design a good career?<https://blueskygraphics.co.uk/is-graphic-design-a-good-career/> |  | What a graphic designer does<https://www.myworldofwork.co.uk/my-career-options/job-profiles/graphic-designer> |  | How to get into advertising<https://www.wayup.com/guide/how-to-get-into-advertising/> |
| Year 11 | Title and objectives | Component 2: Developing Digital Media Production Skills | Component 2:Developing DigitalMedia ProductionSkills | Component 3:Create aMedia Product inResponse to a Brief | Component 3:Create aMedia Product inResponse to a Brief | Component 3:Create aMedia Product inResponse to a Brief |  |
| Core knowledge | Apply Media Production Skills and Techniques | Apply Media Production Skills and TechniquesSkills DevelopmentReview | External assessmentPreparationPlanningResearch | External assessmentPreparationPlanningResearch | External assessmentCompletion of tasks outlined in brief |  |
| Skills | Research and planningLayout designFlat plansThumbnail sketchesPhotoShopInDesignIllustrator | Magazine package creationUsing PhotoShop and InDesignWriting a review of work undertaken | Dependent on brief (released in February 2023) | Dependent on brief (released in February 2023) | Dependent on brief (released in February 2023) |  |
| Covid recovery |  |  |  |  |  |  |
| Careers | What jobs can I get with PhotoShop skills<https://blueskygraphics.co.uk/jobs-with-photoshop-skills/> |  | Why study A Level Media<https://www.youtube.com/watch?v=mrGzzbOgdJw> |  | What a graphic designer does<https://www.myworldofwork.co.uk/my-career-options/job-profiles/graphic-designer> |  |
| Year 12 | Title and objectives | Component 1 Media Products, Industries and AudiencesAnalysing Media Language and RepresentationUnderstanding and application of the key areas listed in core knowledge**Advertising and Marketing – Tide, Super Human, Kiss of the Vampire** | Component 1 Media Products, Industries and AudiencesAnalysing Media Language and RepresentationUnderstanding and application of the key areas listed in core knowledgeComponent 3 Skills development**Music Video – Formation and Riptide,****Newspapers – The Times Feb 01 2022 front page, Daily Mirror Feb 01 2022 front page and ‘Partygate Article’****Radio – Have You Heard George’s Podcast?** | Component 1 Media Products, Industries and AudiencesUnderstanding Media Industries and AudiencesUnderstanding and application of the key areas listed in core knowledge**Film – I, Daniel Blake Trailer, Black Panther** | Component 1 Media Products, Industries and AudiencesUnderstanding Media Industries and AudiencesUnderstanding and application of the key areas listed in core knowledge**Video Games - Assassin’s Creed Franchise**Newspapers – The Times and Daily MirrorComponent 3 NEA Introduction | Component 3 NEA Statement of Aims and IntentionsResearch and PlanningIntroduction to InDesignDraft planning and flat plan creation | Mock exam revisionPaper 1Component 3 NEA Article writingComplete working draft of print coursework |
| Core knowledge | Media languageRepresentationTerminologyTheory | Media languageRepresentationMedia IndustriesAudiencesTerminologyTheory | Media IndustriesAudiencesTerminologyTheory | Media IndustriesAudiencesTerminologyTheory | Understanding of design codes and conventionsUnderstanding purpose of research and planningBeing able to produce worthwhile drafts | Understanding conventions of a magazine article.Using a grid to design a layout. |
| Skills | Text analysis, essay writing, how to answer exam questions, study skills, application of theory, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Application of codes and conventionsUse of appropriate software | Exam preparation and revision.Article writing.Layout completion. |
| Covid recovery | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted space retrievals, skills practice, introduction to wider cultural influences and contexts | Through targeted space retrievals, skills practice, introduction to wider cultural influences and contexts |
| Careers | Links to useful websites<https://targetcareers.co.uk/career-sectors/media><https://successatschool.org/careerzonesummary/33/Publishing-Media> | External speaker if possible.Dedicate lesson to potential career paths. | Dedicate lesson to potential career paths.Focus on careers in creative sector. | Focus on careers in creative sector.Potential Q&A with Graphic Designer | Thinking about University and potential courses or apprenticeships.<https://www.gov.uk/topic/further-education-skills/apprenticeships><https://www.ucas.com/explore/subjects/media-studies> | Links to useful websites<https://www.studentladder.co.uk/year-12/work-experience-opportunities/media/> |
| Year 13 | Title and objectives | Component 3 NEAComponent 1 Component 1 Media Products, Industries and AudiencesUnderstanding and application of the key areas listed in core knowledge**Video Games – Assassin’s Creed Franchise****Film - Black Panther****Radio – Late Night Woman’s Hour** | Component 3 NEAComponent 2 Media Forms and Products in DepthUnderstanding and application of the key areas listed in core knowledge**Magazines – Vogue and The Big Issue****Online Media – Zoella and Attitude** | Component 2 Media Forms and Products in DepthUnderstanding and application of the key areas listed in core knowledge**Magazines – Vogue and The Big Issue****Online Media – Zoella and Attitude Online****TV in the Golden Age Humans and Les Revenants** | RevisionComponent 1 Media Products, Industries and AudiencesUnderstanding Media Industries and AudiencesComponent 2 Media Forms and Products in DepthUnderstanding and application of the key areas listed in core knowledge | RevisionComponent 1 Media Products, Industries and AudiencesUnderstanding Media Industries and AudiencesComponent 2 Media Forms and Products in DepthUnderstanding and application of the key areas listed in core knowledge |  |
| Core knowledge | Media IndustriesAudiencesTerminologyTheoryCompleting a draft of a magazine package – cover, contents page, double page spread | Media LanguageTheoriesRepresentationTerminology | Media LanguageTheoriesRepresentationTerminology | Media languageRepresentationMedia IndustriesAudiencesTerminologyTheoryHow to answer exam questions | Media languageRepresentationMedia IndustriesAudiencesTerminologyTheoryHow to answer exam questions |  |
| Skills | Application of codes and conventionsUse of appropriate softwareText analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Application of codes and conventionsUse of appropriate softwareText analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Application of codes and conventionsUse of appropriate softwareText analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading, exam practice | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading, exam practice |  |
| Covid recovery | Through targeted space retrievals, skills practice, introduction to wider cultural influences and contexts | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Exam practice, developing writing skills, testing theoretical knowledge | Exam practice, developing writing skills, testing theoretical knowledge |  |
| Careers | Links to useful websites<https://targetcareers.co.uk/career-sectors/media><https://successatschool.org/careerzonesummary/33/Publishing-Media> | Dedicate lesson to potential career paths. | Links to useful websites<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/media-studies><https://careerpilot.org.uk/job-sectors/subject/media-studies> | Link to useful website<https://www.gov.uk/topic/further-education-skills/apprenticeships> | Link to useful website<https://www.studentladder.co.uk/year-12/work-experience-opportunities/media/> |  |